

**KEIKO'S INFERIORITY COMPLEX AND STRIVING FOR
SUPERIORITY IN SAYAKA MURATA'S *CONVENIENCE STORE
WOMAN***

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2023**

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SUPERIORITY IN SAYAKA MURATA'S *CONVENIENCE*
STORE WOMAN**

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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2023**

STATEMENT OF AUTHORSHIP

I state that thesis entitled **“Keiko’s Inferiority Complex and Striving for Superiority in Sayaka Murata’s *Convenience Store Woman*”** is my original work.

I do not include any materials previously written or published by another person, except those cited as references and written in bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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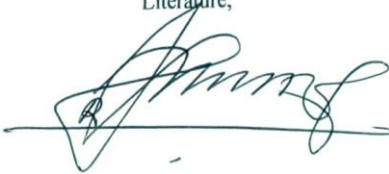
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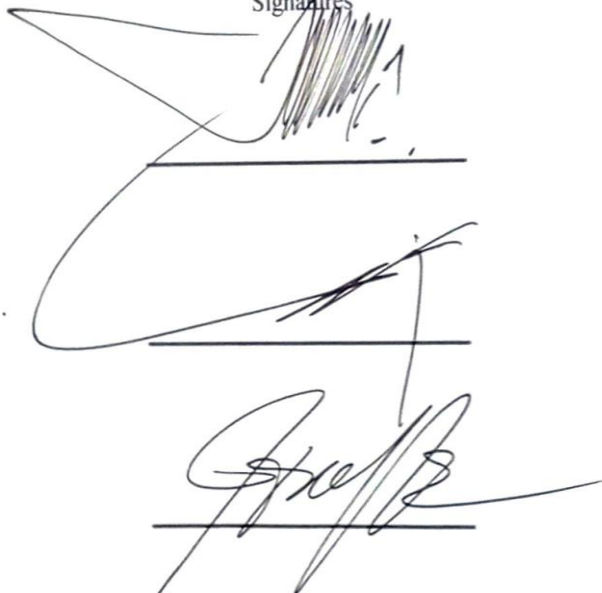
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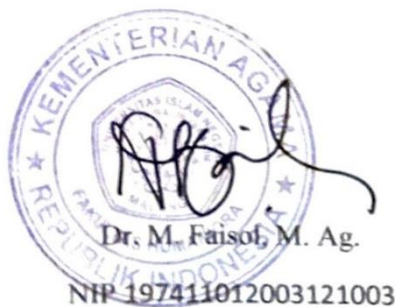
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MOTTO

“And whoever is patient and forgives – indeed, that is of the matters [worthy] of resolve.” (Q.S Ash Shuraa [42] : 43)

“Look what you want to do slowly. It is never too late to start something, age is not a barrier. You should be able to find the thing you want to do and do it without any regrets.” – Na Jaemin

DEDICATION

The main purpose of this work was to dedicate it to my parents and to my family.

I also dedicate this work to myself, with all the challenges I went through when I finished this work.

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Bismillahirrohmanirrohim

Alhamdulillah *robbil 'alamin*, the researcher thanks to Allah, because of his graces and blessings, the researcher is finally able to finish this thesis entitled **Keiko's Inferiority Complex and Striving for Superiority in Sayaka Murata's Convenience Store Woman**. The researcher also sends *sholawat* and *salam* to our prophet Muhammad, The Peace be Upon Him, who has led us from the darkness to the brightness ways. May we find his *shafi* at the end of the day, *amin ya robbal 'alamin*.

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researcher brother, Muhammad Nurul Huda, who are always support and pray for the researcher's good work.

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The researcher recognizes that the thesis still has many flaws. As a result, the researcher will be grateful for any and all criticism and comments. It is hoped that the researcher and her research would improve in the future. The researcher also believes that this thesis will help and inspire the readers and larger community.

The Researcher

Dewi Wardah

ABSTRACT

Wardah, Dewi (2023) Keiko's Inferiority Complex and Striving for Superiority in Sayaka Murata's *Convenience Store Woman*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Muzakki Afifuddin, M.Pd

Keywords: inferiority, inferiority complex, striving for superiority.

The issue that occur within a person, such as feeling inferior, are things that still exist today. This issue happens because there are factors where someone ultimately being an inferiority person because they are not the same as other people. Those even become an inferiority complex. The issue of inferiority is reflected in the novel by Sayaka Murata entitled *Convenience Store Woman*, which describes the complex inferiority experienced by the main character, Keiko Furukura. This research aims to find out the causes of the inferiority complex experienced by the main character, as well as how the main character struggles towards his superiority (striving for superiority). This research uses literary criticism with novels as the object of research and use a psychological approach with the theory of individual psychology put forward by Alfred Adler which discusses human behavior seen as compensation for feelings of inferiority. The purpose of human life seems to be overcoming feelings of inferiority towards a striving for superiority. The results of this research revealed that Keiko experienced an inferiority complex caused by other people when she was at school and at workplace and also caused by her personality. Keiko becomes quiet person when she realizes that her behavior is not normal and wants to withdraw from social situations. Then, she finally finds the ways to overcome her inferiority by being herself and continuing to work as a convenience store worker as a form of striving for superiority. In addition, the suggestions from researcher that further researchers explore this novel using other approaches and criticism, such as psychoanalysis using introversion theory, feminism, sociology of criticism, or other criticism to take more different perspective.

ABSTRAK

Wardah, Dewi (2023) *Inferioritas Kompleks dan Perjuangan Menuju Superioritas Keiko dalam Novel Convenience Store Woman karya Sayaka Murata*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Muzakki Afifuddin, M.Pd

Kata kunci: inferioritas, kompleks inferioritas, perjuangan menuju superioritas.

Permasalahan yang terjadi dalam diri seseorang seperti minder adalah hal masih ada pada saat ini. Hal ini terjadi karena terdapat faktor di mana seseorang akhirnya menjadi orang minder karena ia tidak sama dengan orang lain bahkan hal tersebut bisa menjadi kompleks inferioritas. Permasalahan inferioritas terdapat pada novel karya Sayaka Murata berjudul *Convenience Store Woman* yang menggambarkan keminderan kompleks yang dialami oleh tokoh utama, Keiko Furukura, dalam novel. Penelitian ini bertujuan untuk mengetahui penyebab terjadinya inferioritas kompleks yang dialami oleh tokoh utama, serta bagaimana tokoh utama terdorong menuju superioritasnya (striving for superiority). Penelitian ini menggunakan kritik sastra dengan novel sebagai objek dari penelitian, serta menggunakan pendekatan psikologikal dengan teori psikologi individual yang dikemukakan oleh Alfred Adler yang membahas tentang perilaku manusia dipandang sebagai suatu kompensasi terhadap perasaan inferioritas. Tujuan hidup manusia dipandang untuk mengatasi perasaan inferioritas menuju dorongan untuk superioritas. Hasil dari penelitian ini mengungkapkan bahwa Keiko mengalami kompleks inferioritas yang disebabkan oleh orang lain saat ia masih sekolah serta di tempat kerjanya dan disebabkan oleh kepribadiannya. Keiko menjadi pendiam ketika menyadari bahwa perilakunya tidak normal dan ingin menarik diri dari situasi sosial. Kemudian ia pada akhirnya menemukan cara untuk mengatasi inferioritasnya dengan menjadi dirinya sendiri dan tetap bekerja sebagai pekerja toko serba ada sebagai bentuk dorongan untuk mencapai superioritas. Selain itu, saran dari peneliti agar peneliti selanjutnya mendalami novel ini dengan menggunakan pendekatan dan kritik lain, seperti psikologi dengan menggunakan teori introversi, feminisme, kritik sosiologi, atau kritik lainnya untuk mengambil perspektif yang lebih berbeda.

مستخلص البحث

وردة ، ديوي (2023). عقدة النقص والنضال من أجل تفوق كيكو في امرأة متجر ساياكا موراتا. البحث العلمي. قسم الأدب الإنجليزي بكلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: د. مزكي عفيف الدين، الماجستير.

الكلمات الأساسية: الدونية ، عقدة النقص ، النضال من أجل التفوق ، التحليل النفسي.

المشاكل التي تحدث في شخص مثل الدونية لا تزال موجودة اليوم. يحدث هذا لأن هناك عوامل يختار فيها الشخص أخيراً أن يكون شخصاً أدنى لأنه ليس مثل الآخرين حتى لو كان عقدة نقص. تم العثور على مشكلة الدونية في رواية ساياكا موراتا امرأة المتجر الصغير التي تصف انعدام الأمن المعقد الذي تعاني منه الشخصية الرئيسية ، كيكو فوروورا ، في الرواية. تهدف هذه الدراسة إلى تحديد أسباب الاستدلال المعقد الذي تعاني منه الشخصية الرئيسية ، وكذلك كيفية دفع الشخصية الرئيسية نحو تفوقها (السعي لتحقيق التفوق). تستخدم هذه الدراسة النقد الأدبي مع الروايات كموضوع للبحث ، وتستخدم نهج التحليل النفسي مع النظريات النفسية الفردية التي اقترحها ألفريد أدلر والتي تناقش السلوك البشري الذي ينظر إليه على أنه تعويض عن مشاعر الدونية. ينظر إلى الغرض من الحياة البشرية على أنه التغلب على مشاعر الدونية تجاه الدافع نحو التفوق. كشفت نتائج هذه الدراسة أن كيكو عانت من عقدة النقص التي يسببها الآخرون عندما كانت في المدرسة وكذلك في العمل وسببها شخصيتها. ثم وجد في النهاية طريقة للتغلب على دونيته من خلال كونه هو نفسه كشكل من أشكال التشجيع لتحقيق التفوق .

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CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the component of the research those are the background of the study, problems of the study, scope and limitation, significance of the study, and definition of key terms.

A. Background of the Study

Everyone in this world has his own principles to find ways how he can live well in the future, especially principles in living life. These principles are found in the family environment, but can change when a person has reached adulthood. Thinking about the wider community makes them think again about the next step they will take in life. One of the problems is an inferior feelings that oftentimes develop in childhood due to invalid experiences or an unsupportive environment (Syaefianti, 2017). Moreover, in this modern era, many people who are growing up prefer to live and fulfill their own needs. This happens because they do not want to bother their closest family or even do not want their family to interfere in their affairs again when they start getting work. Of course their thoughts begin to move to be more independent and do not want their decisions to be interfered with by their family or others. They will have independent choice as their awareness about how they will run their life better.

The condition about why someone chooses to be independent as an individual's efforts to achieve a strong condition in compensating for feelings of inferiority. It can happen when someone demanded by the environment, especially

parents, to be able to complete developmental tasks, including; doing a job, pursuing a career in order to strengthen economic life, trying to find a suitable life partner candidate by selecting him or her to be a partner in marriage, and starting family life. Because, the treatment of parents who compare their children has an impact on the independence of someone at this time. For example, in research by Tegar Sandhi Ario (2019) about college students who choose for doing part time job shows that the factors that encourage them to study while working part time, consists of internal and external factors. Internal factors are the desire and motivation that arises from the students themselves. Most of the subjects said that they studied while working part-time is based on their own intentions because they want to be independent and have their own income and do not want to bother their parents too much financial matters.

Cultural factors in society also can affect someone's inferiority. For example, in real life, some people think that someone who is successful is one who has a comfortable job with a large salary. It raises the inferiority of people who are pursuing a career from scratch or with a mediocre salary. Those things cause a person to choose to life independently without seeing the negative assumptions of society. Furthermore, according to Ali and Asrori (2005) social life systems that place too much emphasis on the importance of hierarchical social structures, feel insecure or tense and do not appreciate the manifestations of teenager potential in productive activities can hinder the smooth development of adolescent independence. Psychoanalysis is one of the methods that can be utilized to learn the things described above. By applying various theoretical frameworks and

psychology principles, psychoanalysis can be used to interpret, read, and even compose literary works (Wiyatmi, 2011). Psychoanalysis can be used in research to evaluate various character developments in literary works (Ekawatie, 2013) and provide a way out of the psychoanalytic understanding also the process in literary works. The part of psychoanalysis is about individual psychology. Individual psychology is also a psychological system that seeks to comprehend, prevent, and treat mental diseases (Overholser, 2010). According to Nigam (2022) Alfred Adler is the first one who puts emphasis on “individuation” , i.e. an individual should be understood as an indivisible whole. He emphasized that humans are creative and have the ability to select or change their aims. They are subjective beings who are strongly influenced by their surroundings, and their personalities reflect this.

Apart from discussing personality, Adler believes that a very basic yet dynamic force resides beneath all human emotions, behaviors, and acts, independent of culture or background. This fundamental motivation is the desire to move from a perceived 'minus' condition to a 'plus' situation. This is known as progressing from feelings of inferiority to feelings of superiority or competence (Aslinia et. al., 2011). Adler (1927) identified two major tendencies that are prevalent in psychological life: the person's social feeling and the person's striving for power and dominance. Every behavior and attitude are influenced by these as the individual tries for security and to fulfill life's three major challenges: love, work, and society. This theory can be analyze more about how the character activity

and attitude through emotions, behaviors, and actions develop in the literary work also about inferiority.

Adler in Nur Laili (2021) stated that the individual has both physical and psychological weaknesses that would result in the feeling of inferiority. From these feelings will move a person to have the sense of superiority to compensate for the deficiencies within himself. Their inferiority instinct is superior. Driven by feelings of inferior, and drawn to the desire to be superior, people tried to live as perfectly as possible.

The inferiority of character was depicted in a novel entitled *Convenience Store Woman* by Sayaka Murata. This novel was written with a problem that related to reality, the language is simple to understand, including recent literary works (2016) so that it is still relevant to discuss. It has a surprising storyline and also a lot of moral messages. The story was created from the author's idea, Sayaka Murata, who has written stories and novels but continues to work in a convenience store. The author explained she "wanted to illustrate how odd the people who believe they are ordinary or normal are" and that she admires Keiko's character, who decides not to have sex at all. She claims she wanted to write from the perspective of "someone who defied conventional thinking, particularly in a conformist society".

Sayaka Murata is the author of the Los Angeles Times and Japan bestseller novel, *Convenience Store Woman*. The novel was won Akutagawa Prize winning novel and one of the New Yorker's best books of 2018, Foyle's Book of the Year 2018, and was shortlisted for the Indies Choice Award and Best Translated Book

Award. She has written stories and novels, but she still works in a convenience store to get ideas for her writings. She would have been working on them for half her life, authoring the majority of her 11 novels and two nonfiction books in her spare time. Despite being a best-selling novelist (*Konbini Ningen*, or *Convenience Store Woman*, sold 1.4m copies and has been translated into 30 languages), she continued to work behind the counter until she was forced to stop by the attentions of an obsessed fan (The Guardian, 2020).

The novel *Convenience Store Woman* by Sayaka Murata tells about 36-year-old woman, Keiko Furukura, who has spent the last 18 years working part-time at a convenience store, or konbini. She has understood since childhood that she is "different" and that expressing her own thoughts and deeds is incomprehensible and disturbing to others, causing problems. The highly regulated world of the convenience store, where every action is specified by the corporate manual, allows her to preserve an acceptable identity and a sense of purpose to people around her. She attempts to appear "normal" by modeling her behavior, dress style, and even speech patterns after those of her coworkers. Keiko maintains some connections and a relationship with her sister, but it is becoming increasingly difficult for her to explain why she is still single and works as a temp in a convenience store after 18 years.

Several studies also discussed *Convenience Store Woman* by Sayaka Murata, the first study by Wahid Kurniawan & Samanik (2022) discusses about several standards that emerge in the novel, namely normal standards in terms of a good

child, normal standards in terms of a successful person, and normal standards in terms of the main character's marital status. The second is conducted by Mutiara Oktavia Herlina and Muhd. Al Hafizh (2022) focused on the stereotype of women consists of three forms, namely women as mothers, women as incompetent people, women as sex objects. Next study by Raluca Nicolae (2018) that discusses about three stereotypes which have transformed her into an abnormal, asexual being, a maiden stripped of any sex appeal who could not integrate in the actual society. The fourth by Anupama Hosuri (2020) discusses about feministic perspective, where the leading protagonist at last stops compromising her happiness in order to fit in the society. The fifth study by Tasya Pratama, et. al. (2022) that discussed about main character positive politeness and never uses the 'Joke' strategy and frequently uses 'Give gifts to Hearer' strategy and the culture of zangyō and the society problem about marriage and labor shortage are apparent in the dialogue spoken by Keiko Furukura.

The other studies that use Adler's inferiority and superiority can be found in a research by Ulfi Syaefianti (2017) that discusses about the cause of the speaker's inferiority complex is the bad memories from childhood and during she grows up that shows anxiety, sorrow, despair, insecurity, and weakness. The second is research by Amalia Normaningtyas and Diyah Fitri Wulandari (2021) discusses about the main character first feels inferior to others. Feelings of inferiority as a result of her physical weakness, anxiety, and pessimism. Those feelings arise on Anna as a result of a physical disease in the digestive organ that is not normal in comparison to others. Next is research by Wildana Wargadinata, et. al. (2021)

discusses about the realization of his prior attitudes, qualities, and efforts to compensate for his inferiority reveal the main character's uniqueness. Meanwhile, the main character's social interests evolve in line with the long process in the rural society. The other research by Thenady T.P. and Limanta L. S. (2013) discussed the main antagonist psychological defenses to ease his inferiorities; compensation and superiority complex.

Based on the previous studies and the focus of the novel, the researcher finds that no one from the previous study has used the research about how the main character facing her problems through her inferiority, then take her way of being normal people using the object *Convenience Store Woman* novel. Because in the novel there are a character inferiority and superiority that interesting to discuss. The researcher wants to analyze using Adler's individual psychology to find about the character activity and attitude represented in the novel. Therefore, the researcher evaluates the moral lessons and the research findings from this work will be beneficial to readers and society in this modern era. Researcher regard her research as a good example and simple to learn as character education for teenagers, parents, and the reader.

B. Problems of the Study

Following the preceding background above, the researcher decided to focus this study by two research questions as follows:

1. What are the causes of Keiko's inferiority complex in Sayaka Murata's *Convenience Store Woman*?

2. How does Keiko strive for superiority in Sayaka Murata's *Convenience Store Woman*?

C. Significance of the Study

From this research will hopefully help the other researchers, students, and readers theoretically and practically. As a theoretically, the researcher aims that the research can give information, knowledge and contribution, especially the literary study on the *Convenience Store Woman* novel. This research is expected to be able to present information and knowledge about individual theory from Alfred Adler. Moreover for practically, the readers can also learn that in literary studies, personality is influenced not just by the id or sex drive, but also by social interests. As a result, readers will understand why the social environment can alter one's personality.

D. Scope and Limitation

This study or research focuses on the inferiority and striving for superiority of Keiko in *Convenience Store Woman* by Sayaka Murata, an international bestseller that was first translated into English in 2018. The analysis in this study focused only describing the cause of inferiority and how the striving for superiority of Keiko Furukura. Moreover, the researcher using Alfred Adler's Individual Psychology Theory for analyzing this study.

E. Definition of Key Terms

The definitions of some terms provided below are provided to help readers understand the content of this article and to avoid misunderstandings and confusion between terminology. The research keyword's are :

Inferiority : "Sense or feeling weakness, inadequacy, insecurity which determines the goal of an individual's existence" (Adler, 2013)

Superiority : "Actions of people who are motivated by highly developed social interest" (Adler in Feist and Feist, 2006)

Individual Psychology : "a theory of human behavior considers all the manifestations of the human soul as though they were directed toward a goal" (Adler, 1927)

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the explanation of theories related to the research topic. The explanation starts from the prevalent to the specific. First, there is an explanation of psychology and literature. Second is followed by the theory of Inferiority Complex and Striving for Superiority by Alfred Adler. Therefore, the theoretical framework is discussed here in order to have a deep understanding to the whole concepts of this research.

A. Psychology and Literature

Psychology is a field of study that studies human behavior and habits both behavior and inner behavior. In this context, important contributions of modern psychology include the depiction of an individual's behavior and inner experience as a spontaneous activity, the continuity between the different degrees of problem solving and of the creative capacity and the attempt to interpret the unconscious life through dynamic forces are relevant resources in the attempt to explain the creation and permanence of a literary work (Meiliana, 2020)

Literature is a work that humans or people write as a part of their experience like feelings, problems, their environment and so on. According to Wellek and Warren (1962: 22) the term literature appears to work best when limited to the art of literature, that is, imaginative literature. The author's imagination also contributes to the creation of literature. Literature is more than merely a record of facts or a

compilation of true events that occurred in real life. Literature can build its own world as a result of its limitless imagination.

Literature and psychology are different fields of study, and those fields are interrelated. Literature is commonly known that it is a part of human life as psychology. Obviously, it is possible to analyze the literature using psychology and also apply into it. Meiliana (2020) explained that the use of psychological ideas in the analysis of a work of art should be directed by the explanations that such concepts have for this purpose (i.e., by the applicability of these concepts as resources for the understanding of productive thought, without forgetting their limitations).

Wellek and Warren (1962) describe how psychology can be used to examine literature. There are four areas of concern: the study of an author's psychological character type, the process of generating a work, the type or psychological theory that appears in the work, and the effect of a work on its reader.

Literature can be analyzed using a variety of methods, including a psychological approach. The psychological approach represents the influence of modern psychology on literature as well as literary criticism. In *Theory of Literature* by Wellek and Warren, explain that there are several definitions of literary psychology based on the subject of research. Furthermore, in this research is included in psychology of literature that studies the types and principles of psychology applied to literary works. It means that this study looks at how topics and cases in psychology are applied in the character of literary works.

The author of literary works may have a dream that usually happen in the real life, so they explain about what their unique dream that happen into reality by writing the work. Moreover, psychological approach can be used to analyze the fictional characters using the language and methods of psychology.

The novel in this research is about a psychological novel that suitable with Wellek and Warren idea of psychological approach. Because the novel focuses on the characters, their emotional reactions, and their thinking, it can be used to examine the data in this study.

B. Adler's Individual Psychology

Individual personality theories is the focus of Adler's theory. The theory can be used to express the basic motivations that drive other motivations. Individual psychology is a social psychology that regards humans as fully functioning units that must somehow cope with coexisting on a planet (Adler, 1997). His theory's six fundamental ideas on personality can help us understand why and how people act. Adler has a propensity to revise his theory of personality over the course of his life, but he ultimately holds that people prioritize retaining control over their lives. He contends that our desire to reach our potential brings us ever-closer to our ideals and that this is what drives our actions. Man is a conscious being, and according to Adler, he is typically aware of the causes for his behavior. He is conscious of both his shortcomings and the objectives he is pursuing. Furthermore, he is a self-aware individual who can organize and direct his acts with full awareness of his significance for his own realization (Hall and Lindzey, 1978).

According to Alfred Adler, there are six main concepts of personality theory, but only two main concepts that uses to doing the research:

1. Inferiority Complex

Everyone experiences inferiority in some way or another. Adler begins his theoretical work by considering organ inferiority, or the reality that everyone of us has a weaker, more powerful aspect of our anatomy or physiology. According to Adler, many people want recompense for their inherent inferiority. They employ various strategies to make up for their shortcomings. Under normal circumstances, humankind is primarily motivated by feelings of inferiority or incompleteness. Otherwise, humans are motivated by the desire to overcome their inferiority and are drawn to encourage to be superior as Adler stated in Hall and Lindzey (1978).

The inferiority complex depicts an individual's attitude in which he or she expresses that he or she is unable to solve an existing situation. It should not be confused with the feeling of inferiority (Ansbacher and Ansbacher, 1956). A person who feels blocked from achievement in one area can cross into another and compensate or compensate for low self-esteem. According to Adler, Early childhood is when inferiority complexes are first developed. The development of our subsequent lives is significantly influenced by the events of our childhood. Our development is heavily influenced by the circumstances that we encounter everyday. A significant childhood experience in personality development (Burger, 1986). Shortcoming, dependence on children, and helplessness are all characteristics that contribute to feelings of inferiority. These elements are the result of youngsters

being in overly demanding and stressful environments. Sibling rivalry, poverty, depreciation, neglect, rejection, handicap, harassment, and dominance are some situations that make childhood difficult. Infant childbirth is triggered by pampering and overprotective situations when it occurs.

When individuals experience inferiority complex there are several symptoms that they experience, namely low self-confidence, insecurity, inability to achieve a goal, easy to give up, the desire to withdraw from social situations, often feel moody, and experience worry and depression. According to the theory of Individual Psychology by Alfred Adler, it is said that humans are dominated by feelings of inadequacy and imperfection which then encourage individuals to compensate for these feelings in many ways in search of perfection, freedom, and excellence (Ansbacher H.L. & Ansbacher R.R, 1956). In inferiority complex all these feelings tend to be shown through compensation or overreaction (Heidbreder E.F., 1927).

Inferiority complex appear in form of consciousness and unconsciousness, social relationship, communication, and feeling of inferiority. According to Adler (1997) the conscious and unconscious minds collaborate in the same direction and are not in opposition or conflict, as is commonly assumed. The main thing is to figure out why they're working together. It is impossible to determine what is conscious and what is not until the entire context has been understood. For example, there is a college student who have kind friends, happy family, and so on. But he struggle to end his life instead of his good environment. It is because he has bad memories in his childhood when he became a disliked person in his school. Then,

he established all of his strength in order to stay and face them. We can already see an attempt on his behalf to overcome his own weakness; he faced and developed his challenge.

About social relationship, the weakness that makes it necessary for children to live in a family group is paralleled by the weakness that drives people to live in communities. In certain moments, everyone feels inadequate. As a result, one of humanity's most powerful tendencies has been the desire to create groups in order to live as members of a community rather than as solitary individuals (Adler, 1997) The communication also have an influence on human behaviour, we must keeping the communication to other because it is the one of the factor of inferiority complex.

Feeling of inferiority discussed about the idea that people are constantly looking for situations in which they can flourish is central to the social process. As a result, children who have a strong sense of inferiority prefer to reject larger children and play with younger or weaker ones over whom they may exert dominance. Thus, we may not notice someone's feeling of inferiority at work because they are confident in their abilities, but they may not be confident in the company of others, particularly in their relationships with the other sex, and we can learn about their true psychological situation there.

Adler stated in Feist and Feist (2006) there are two types inferiority feeling. First is exaggerated inferiority feeling, and second is normal feeling of inferiority. Exaggerated inferiority feeling will make someone feel superior, inclined more toward self-interest, and oblivious to their social context. At the same time, the

second, common inferiority feeling, will cause people to remain in their current circumstances while still striving toward their ambitions or dreams and caring about their social environment. This second sensation of inferiority will cause someone to strive for superiority. This entails exerting effort for oneself and the common good of all those around him. Therefore, he wants to fight for everyone's success even when he is striving toward his own goals.

2. Striving for Superiority

The first basic principle of Adler's philosophy is that he must constantly seek for better adaptation to his surroundings because life is the ultimate movement. The desire to improve adaption is constant. In this instance, this serves as the conceptual underpinning for the concepts of mastery struggle, struggle to overcome, and striving for superiority. For Adler in Hjelle and Ziegler (1992), everything that people do is designed to overcome feelings of inferiority and build a sense of superiority (Meiliana, 2020).

When someone has a sense of personal superiority, they are trying to outdo and surpass others. This kind of goal is continually advanced to ensure that the person is unbeatable. These objectives are all moving in the same direction. They are dominance, status, maintaining one's face, and superiority over others. Every goal of achieving human supremacy is unattainable, fake, and akin to God's perfection and absoluteness.

According to Ansbacher and Ansbacher (1956) the constitutional inferiority and similarly effective childhood situations give rise to a feeling of inferiority which demands a compensation in the sense of an enhancement of the self-esteem. Here, the fictional goal of the power struggle achieves significant sway and directs all psychological forces in its direction. This fictional final goal, which has its roots in the tendency toward safety, arranges psychological readinesses for the goal of safety.

The greater stress toward the demands of the external environment when an organ is performing constitutionally inferiorly causes a sensation of increased insecurity, and the child's low self-esteem results in a long-lasting inferiority complex.

Adler in Feist and Feist (2006) reduced all motivation to a single drive the striving for success or superiority. Adler's own childhood was marked by physical deficiencies and strong feelings of competitiveness with his older brother. According to individual psychology, everyone has physical limitations at birth that trigger feelings of inadequacy and drive people to strive for either superiority or success. mentally unwell people aim to be better than others, but mentally healthy people want mankind as a whole to succeed.

Next, Adler in Ansbacher and Ansbacher (1956) referred to the single dynamic force striving for superiority. However, in his final concept, he limited striving for superiority to those who aim for personal superiority over others, and he introduced the phrase striving for success to represent the acts of those who are

motivated by highly developed social interest. Regardless of motive, each individual is guided by a final goal (Feist and Feist, 2006).

In order to make a compensation for their weakness or feeling inferiority, people strive for superiority or success. Adler believed that all humans are "blessed" at birth with small, weak, and inferior bodies. These physical defects trigger feelings of inferiority simply because people have a natural need for fullness or wholeness. People are constantly pushed and tugged by the drive to overcome emotions of inferiority and a desire for fulfilment. Because they are two dimensions of a same force, the minus and plus circumstances occur concurrently and cannot be separated (Feist and Feist, 2006)

Adler recognized two general paths of striving in his final theory. The first is a socially unproductive attempt to acquire personal superiority; the second is motivated by social interest and seeks success or excellence for all. Those striving can be identified in *striving for personal superiority* and *striving for success* :

a. Some people have little or no regard for others while they attempt to be better. Their efforts are driven primarily by exaggerated sentiments of inferiority since they have personal aspirations. Some people craft deft masks for their self-interest and may intentionally or unconsciously wrap their selfishness in the mask of altruism. For instance, a college professor who develops a personal connection with many of his pupils may give the impression that he is very interested in them. He invites vulnerable pupils to talk to him about their personal issues by outwardly demonstrating a great deal of sympathy and concern. This instructor has a level of

self-awareness that makes him feel like the approachable and committed professor at his college.

b. The psychologically sound individuals who are driven by a desire for the well-being of society at large. These healthy people care about things that are bigger than themselves, are able to serve others without expecting or asking something in return, and are able to see others not as rivals but as partners in working toward a common goal. They do not achieve their own success at the expense of others; rather, it arises from a propensity to work for perfection or completion.

Naturally, those who aim for success rather than personal supremacy, they maintain a sense of self, but they analyze daily concerns in terms of social development rather than simply individual advancement. Adler (1956) stated that their sense of personal worth is tied closely to their contributions to human society. Social progress is more important to them than personal credit.

CHAPTER III

RESEARCH METHOD

This chapter presents the research method used in this research, there are research design, data source, data collection, and data analysis.

1. Research Design

The researcher answers the problem of the study using the literary criticism to be used in the research design since the data from word of utterance by Keiko Furukura in the novel. Literary criticism improves the reader's general reading skills and has functioned as a tool to help solve problems of understanding what we read too (Gillespie, 2010).

The researcher wants to focus on inferiority feeling and striving for superiority of Keiko in the novel using individual theory from Alfred Adler. At this point, the researcher attempted to analyze the cause of inferiority complex which is still tied to the psychological approach. According to Adler in Alwisol (2009), everyone is born in a weak condition and will always depend on others. This weak condition will make someone do striving for success as compensation for their inferiority. According to his theory, human behavior and personality are occasionally shaped not only by past experiences but also by present social concerns and aspirations.

2. Data Source

The researcher gets the data source of this study from Sayaka Murata's novel entitled *Convenience Store Woman* (2016), the English translation novel was published in Canada in June, 2018 by Grove Press, 163 pages.

3. Data Collection

The researcher taking the process of collecting data from the novel *Convenience Store Woman* through several steps. First, the researcher reading the novel and understand the contents. Then, the researcher understand more deeply about the contents that related with the research topic. After that, the researcher highlighting the causes, forms, and what striving for superiority used by Keiko to handle inferiority by taking notes. The researcher finds the words and the story's utterances categorized as words describing Keiko's inferiority and striving for superiority attitude. In analyzing the data, the researcher organizes the data and selects particular topics deemed important and acceptable for study related to the theory and supporting data. Finally, the researcher began studying the data to answer the research problem and provide conclusions from the explanation presented.

4. Data Analysis

The researcher has completed three steps in order to complete the research. The first is the researcher identify what the cause of inferiority toward the character using the theory. Second, the researcher analyzes the selected data related to Keiko's striving for superiority based on the Adler's theory. The last step is, the researcher

starts to classify the data to answer the research problem and making a conclusion from the analysis.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents about analysis and answer the research questions through findings and discussions. The findings and discussions consist of analysis the cause of inferiority complex of the main character in the novel and how she strives for superiority. The researcher will serve the quotations as the data from the novel then continue to analyzing and elaborating them to find the research results.

A. Causes of Keiko's Inferiority Complex

In this sub-chapter, the researcher emphasizes the causes of the main character's inferiority complex in the novel. This form of inferiority describes the inferiority character of Keiko Furukura, who lost her self-confidence after some events that occurred in her past. Adler stated that a sense of inferiority usually originates in childhood. Children may have formed feelings of inferiority as a result of factual flaws or misinterpretations about their bodies or their social or physical relationships with their surroundings.

Adler (1997) also stated that inferiority complex appear in form of consciousness and unconsciousness, social relationship, communication, and feeling of inferiority. Based on Ansbacher and Ansbacher (1956) the theory discussed that humans are dominated by feelings of inadequacy and imperfection which then encourage individuals to compensate for these feelings in many ways in search of perfection, freedom, and excellence. (Ansbacher & Ansbacher, 1956).

Inferiority complex also influenced by society cause, as Adler (1927) stated that society exacts certain obligations of us which influence the norms and forms of our life, as well as the development of our mind (Adler, 1927).

This study found the cause of the main character having an inferiority complex based on the theory by Adler (1927) and (1997). The researcher highlights these causes into two types of causes which are causes from society and causes from the main character is personality.

1. Causes from Society

a. Treatment from Others about Keiko's Strange in School

People in the world have certainly had childhood experiences, whether they were good or bad. Every occasion they go through indeed they leave a different impression that can even remembered until they grow up in the future. The experience includes a part of memory where everyone starts to remember what happened in the past to become what they are now. Adler in Ansbacher and Ansbacher (1956, p. 352) stated memories are important only for what they are 'taken as'; for their interpretation and for their bearing on present and future life.

In the novel *Convenience Store Woman*, the main character start her story by telling the day she being an employee in a convenience store. Moreover, she tried to flashback her story to the her childhood story. This part is told about the beginning of her story being a strange person than normal person, as quoted in Datum 1 below.

Datum 1

The time before I was reborn as a convenience store worker is somewhat unclear in my memory. I was born into a normal family and lovingly brought up in a normal suburban residential area. But everyone thought I was a rather strange child. (Murata, 2018, p.4)

The Datum 1 above includes the part of the exposition in the novel where the main character, Keiko Furukura, begins to discover that society perceives her as having changed since she was a youngster. Before working at a convenience store, she lived in a typical household and setting. She asserted that because she differs from typical children, she is a peculiar child. Following Datum 1 above, Keiko was aware or conscious that she was a peculiar child based on the thoughts of everyone around her.

As Keiko reminisced about her past, she recalled how a specific event had changed her as a child. This memory was etched in her mind. Adler in Ansbacher and Ansbacher (1956, p. 353) stated the events are parts of her memory, it must be remembered that old remembrances are not reasons, they are signs. Starting from here, Keiko realizes that her strange personality is the cause of her inferiority complex.

Keiko remembers her past events in which her friends and mother started to look at her as a strange person. Keiko's response, which is different from small children in general, makes her friends consider her abnormal or peculiar character. It happened when she was in nursery school. Then she saw a dead bird in the park,

and children were standing around it. Datum 2 below shows that Keiko has a different response about dead bird.

Datum 2

And that's what we did. Everyone was crying for the poor dead bird as they went around murdering flowers, plucking their stalks, exclaiming, "What lovely flowers! Little Mr. Budgie will definitely be pleased." They looked so bizarre I thought they must all be out of their minds.

We buried the bird in a hole dug on the other side of a fence with a sign that said KEEP OUT and placed the flower corpses on top of it. Someone brought an ice lolly stick from the trash can to use as a grave marker.

"Poor little bird. It's so sad, isn't it Keiko?" my mother kept murmuring, as if trying to convince me. But I didn't think it was sad at all.

(Murata, 2018, p. 4-5)

Based on Datum 2 above, Keiko gives a personal response about that incident. She looks normal and does not feel guilty about what she has been saying to her mother. Furthermore, Keiko's mother was shocked and speechless after hearing a personal understanding of Keiko. According to Adler (1997) people who use a personal (private) understanding demonstrate that other people, social institutions and social norms hold no appeal for them.

Keiko's behavior reflects a personal interest that does not readily discriminate between right and wrong. Even though she was raised in a typical household and setting and was born into a regular family, she frequently makes blunders for her gain in challenging circumstances (Adler, 1997, p. 12). Thus, Keiko's personal interest or private understanding about her mother reaction is the cause of her inferiority complex because she is a different or strange person from normal people in society.

The childhood experience of Keiko that shows her difference was when she started primary school. Then, some boys began fighting during break time. Then, Keiko tried to break up the fight, but in an unusual way. This action is what makes Keiko even more badly viewed by those around her, as Datum 3 quoted below.

Datum 3

Some teachers came over and, dumbfounded, demanded I explain myself.

*"Everyone was saying to stop them, so that's what I did."
Violence was wrong, the bewildered teachers told me in confusion.*

*"...I just thought that would be the quickest way to do it," I explained patiently.
Why on earth were they so angry? I just didn't get it.*

They held a teacher's meeting, and my mother was called to the school. Seeing her bowing to the teachers, apologizing over and over, her face strangely serious, I finally realized that maybe I shouldn't have done what I did, but I still couldn't understand why. (Murata, 2018, p. 5-6)

The Datum 3 above shows that Keiko is rude action to what her friend has done instead of tearing them apart. This action was to give attention to her teacher and her friends. The girls tried to stop them, and then some teacher came over. She tried to explain what she had done with the boys, but she called the teacher's room, and the teacher called her mother to the school. The Datum 4 above shows that Keiko has an inferiority complex after seeing her mother apologize to her teacher. Those actions include causing an inferiority complex in her childhood experience because the actions of another character make Keiko know that she is not a normal child.

Keiko's inferiority complex shows up when she makes a big mistake in her class. When her young class teacher began bawling and hitting the desk furiously, everyone in class started crying and begging her. However, Keiko knew how to get

her to stop talking when she pulled the teacher's skirt and knickers down, shocking the latter. Another teacher from the following class ran over to see what had happened. Datum 4 below shows that Keiko feels guilty about her actions toward her family.

Datum 4

"I wonder why you can't understand, Keiko ..." she muttered helplessly on the way home, hugging me to her. It seemed I'd done something wrong again, but I couldn't for the life of me understand what was the problem.

My parents were at a loss what to do about me, but they were as affectionate to me as ever. I'd never meant to make them sad or have to keep apologizing for things I did, 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 instructions. (Murata, 2018, p. 6)

Based on Datum 4 above, Keiko decides to be a quiet girl since she feels guilty about her parents after several situations in which she has been implicated. She altered her personality to become a silent girl. Then, Keiko maintains the way she acts and her words. Keiko also restricts what she does outside of her house. It caused her to be concerned about what might happen if she continued her bad behavior in the future. Therefore, it is included in her inferiority complex since she desires to retreat from social situations as a kind of inadequacy and insecurity.

This clearly demonstrate about the inferiority complex is a feeling that is present to show that one's qualities are not maximized or even lost to others (Sam, 2018). According to Keiko's experience in childhood, she has a different logic or understanding than ordinary children. Because she feels that the others did not maximize one of her qualities, she has an inferiority complex toward herself and others.

b. Treatment from Friends and Other People in Convenience Store

The main character, Keiko, has been a convenience store worker since she was a student. She chose to work part-time to support herself while she was a college student. When she worked there, she met various people. Her co-workers are friendly people, and Keiko even imitates some of her co-workers because she thinks they are examples of normal people.

While working at a convenience store, Keiko met some of her school friends. They always asked about Keiko's situation as she lived as an adult. Keiko was disturbed by the treatment of her friends. Keiko's friends want to know how they are doing because they have not seen each other for a long time. However, Keiko wanted more from what they asked of her. Keiko always avoided questions that were asked by her friends, especially when asking about her work or love story. Datum 5 below shows that Keiko avoids answering her friend's question.

Datum 5

Yukari had been nodding during their exchange, but now she abruptly directed her gaze to me. "Keiko, aren't you married yet?"

"No, I'm not."

"Really? But ... you're not still stuck in the same job, are you?"

I thought a moment. I knew it was considered weird for someone of my age to not have either a proper job or be married because my sister had explained it to me. Even so, I balked at being evasive in front of Miho and the others, who knew the truth.

"Yep, I'm afraid so."

Yukari looked flustered by my answer and so I hastily added, "I'm not very strong, so I'm better off in a casual job."

...

“Do you mind if I ask you a personal question? Have you ever been in love, Keiko?” Satsuki asked teasingly.

“In love?”

“Like, have you ever dated anyone? Come to think of it, I’ve never heard you talk about that sort of thing.”

“Oh I see. No, I haven’t,” I answered automatically.

(Murata, 2018, p. 21-22)

The Datum 5 above shows that Keiko's character is uncomfortable around her friends. Her friend's curious attitude towards Keiko's personal life makes her uncomfortable and feel inferior because her achievements are different from theirs. Seeing Keiko's reaction, who answered her friend's questions briefly and as necessary, made Keiko's character experience inferiority. In short, her inferiority complex experience by Keiko was caused by the treatment of her friends.

The treatment of Keiko's friends is one of the societal causes that influence Keiko's inferiority complex. The impact that Keiko received was that she was increasingly convinced that she could not work because of her weak health condition. Keiko also said that she could not be like people in general who work in good places. An individual who suffers from an inferiority complex feels instilled and unworthy. The subject begins to believe that certain traits are lacking in them and that they are inferior to others in those traits. The research by Wangari stated that a person with an inferiority complex has an exaggeration of their regular emotions of ineptitude, which makes them believe that they are incapable of achieving their goals or possessing specific qualities. (Wangari, n.d. p.2-3)

Keiko met her friends at the school reunion, and then she started to talk with her friends. She was getting questions from her friends about her current life. When she answered that she was physically weak and unable to work other than as a part-time worker, her friends still wanted to check if she was okay at her mature age while still working part-time. Datum 6 below presents how Keiko thought the convenience store was her peaceful place.

Datum 6

I wished I was back in the convenience store where I was valued as a working member of staff and things weren't as complicated as this. Once we donned our uniforms, we were all equals regardless of gender, age, or nationality—all simply store workers. (Murata, 2018, p. 23)

Based on Datum 6 above, Keiko struggles to keep her emotions during conversations with her friends about her job. She likes the atmosphere in the convenience store because there are no things that complicate her life. Here, Keiko can consciously control her emotions so that long conversations do not occur about her being different from her friends.

Keiko's friend treatment also happened when Keiko attended the New Year party at Miho's house. Keiko had just promised to help Miho with the shopping in the morning. He had taken the time to attend, and when the event started, that was where the debate started between Keiko and some of her friends. After arguing with her friends, Datum 7 below shows that Keiko feels like a foreign object.

Datum 7

The next thing I knew, just like that time in elementary school, they all turned their backs on me and started edging away, staring curiously at me over their shoulders as though contemplating some ghastly life form

Oh, I thought absently, I've become a foreign object. (Murata, 2018, p. 48)

Keiko saw the reaction of her friends, who were no longer interested in talking to her. She felt unappreciated because she insisted on sticking with her part-time job. The conflict that took place between Keiko and some of her friends was none other than the fact that Keiko still chose not to marry and was still holding on to her part-time job. Keiko conveyed her thoughts and outlook on life, but what happened was that she was again considered a stranger by her friends after she told her mind.

From Datum 7 above, society causes Keiko to feel inferior again towards her friends' actions after she tries to express her thoughts. She feels like she has become "a foreign object" after the debate with her friends because they begin to busy themselves and no longer care about Keiko's answer. Keiko back to her mind that she was in an inadequacy position, a form of feeling inferior.

The people's reactions around Keiko are one of the causes of her inferiority complex. Keiko reflected and thought about how the responses of the people around her were still overlooked by her, even after she got a job. She thought about how society saw her as a foreign object that could be thrown away. Datum 8 below shows how Keiko thought about the normal world according to people.

Datum 8

The normal world has no room for exceptions and always quietly eliminates foreign objects. Anyone who is lacking is disposed of. So that's why I need to be cured. Unless I'm cured, normal people will expurgate me.

Finally I understood why my family had tried so hard to fix me.
(Murata, 2018, p. 48)

Keiko realized what her family does in the past to improve her attitude in public. The stereotype out there was different from her point of view. From Datum 8 above, Keiko's actions of reflection and realization include her feeling of inferiority because of her position of being "a foreign object." Also, she feels that people around her are uninterested in her thoughts. These situations are included as a form of inadequacy and insecurity.

The cause of Keiko's inferiority complex arises when she feels that her thoughts or views are the same as Shiraha's experiences when they are in society. Keiko tried to listen to Shiraha's concern, and she can relate to several things from Shiraha's. Shiraha's insight made her believe that culture does influence the people around her, as quoted in Datum 9 below.

Datum 9

....

He seemed to have this odd circuitry in his mind that allowed him to see himself only as the victim and never the perpetrator I thought as I watched him.

"Really?" I said, even wondering whether he made a habit of being self-pitying. "That must be hard."

I found society just as annoying as he did, but there wasn't anything about myself that I particularly wanted to defend, so I couldn't understand why Shiraha was taking it out on me like this. ... (Murata, 2018, p. 52)

Based on Datum 9 above, Keiko feels that society's treatment can affect a person's life. She feels she cannot help her friend, Shiraha. She does not know how to defend herself when dealing with society, including responding to Shiraha's concerns. Therefore, Keiko's feelings are a form of inferiority complex. Based on her behavior, some types do not trust their abilities to act and express themselves, preferring to exclude others as much as possible (Adler, 1997, p.29).

2. Causes from Personality

a. Feelings of Inferiority

Based on the storyline in the novel, Keiko is a female character who thinks, says, and behaves differently from her friends when she was little. Even though she was born into a good family, people thought she had problems in her family. Then, she thought differently from other people. In the end, Keiko begins to feel her inferiority or limitations in becoming a person who is considered normal. Therefore, she feels inferior to herself.

The feeling of inferiority discussed as the key to the social process is that people constantly strive to find a situation where they can excel. Thus, we sometimes do not notice someone's feeling of inferiority at work because they feel unsure of their ability. Still, they may not be sure of themselves in the company of others, particularly in their relations with the other sex, and they can discover their actual psychological situation. (Adler, 1997)

In the novel, Keiko has childhood incidents that show her different traits from normal children around her. It makes her change her manners, being a quiet person, and feeling inferior about herself. She does not want to make her parents sad about her weird actions to others.

Datum 10

After this, the adults seemed relieved when I didn't say a single word more than necessary or act on my own initiative. But as I got older, being so quiet apparently became a problem in itself. As far as I was concerned, though, keeping my mouth shut was the most sensible approach to getting by in life. Even when my teachers wrote in my school report that I should make more friends and play outside more, I doggedly refused to say anything more than absolutely necessary. (Murata, 2018, p. 7)

According to Datum 10 above, Keiko restricts her interaction with others. She stops to make friends and also stops playing with them. Keiko keeps herself to minimize the trouble she will make in the future. She was afraid that her actions would make her parents sad again. Based on her behavior, some types do not trust their abilities to act and express themselves, preferring to exclude others as much as possible. (Adler, 1997, p.29). The insecurity that happened by Keiko made her self-confidence decrease and dissolve in her thoughts for fear of making a mistake again. Briefly, Keiko has low self-confidence after she realizes her different behavior. As Adler (1927) said, society exacts certain obligations on us, influencing our norms and forms.

The feeling of inferiority also appears in the character of Keiko until she entered the university. She unbelieved to herself if she make an interaction with others. Keiko severely limiting her friendships, so that she chose to do everything on her own during her school days, as quoted in Datum 11 below.

Datum 11

I didn't make any friends at school, but I wasn't particularly picked on or bullied, and I managed to get myself through elementary and secondary without saying anything uncalled for.

I didn't even change after graduating from high school and going on to university. I basically spent my free time alone, and didn't talk to anyone in private at all. 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, 2018, p. 7-8)

From Datum 11 above, Keiko limits her interaction with other people and fears her mistakes in the past time. She closed herself off and won't disturb other people with her presence. Because Keiko believed that she would make trouble for

other people if she did it. She spent her time alone and did not talk to anyone in private. According to Adler (1997) *“If people show off it is only because they feel inferior, and do not feel strong enough to compete with others in a more positive way. They are not in harmony with society, not socially well adjusted, and do not know how solve their social problems”*. In short, Keiko's inferiority makes her even less willing to interact with other people—fear of making the same mistake she did in the past.

Furthermore, since so many advised Keiko to find suitable employment, she hesitated to leave her comfort zone. It led her to continue choosing to be a convenience store woman at 36 years old. Datum 12 below shows that Keiko worries about her ability if she is not a convenience store worker.

Datum 12

Since I'd left the store, I no longer knew what time I should wake up in the morning. I slept whenever I felt sleepy and ate when I woke up. I didn't do anything all day except fill out résumé forms, as ordered by Shiraha.

I no longer knew what standard to live by. Until now, my body had belonged to the convenience store, even when I wasn't working.

...

Jet black hairs were sprouting on the fingers of my hand holding the glass and on my arms too. Until now I'd always been scrupulous over my personal appearance for the sake of the convenience store, but now that it was no longer necessary I didn't feel the need to shave. I looked in the mirror that stood in the living room and saw I had a faint moustache too. (Murata, 2018, p. 88-89)

From Datum 12 above, Keiko described worries and the inability of her to work anywhere other than a convenience store. She seems to reveal that the convenience store is where she becomes a normal person and begins to regulate her behavior to become a normal person. This feeling of inferiority appears in Keiko's

character when she finally leaves the convenience store. She feels clueless about her life and she does not care about her appearance because she is not a part of the convenience store again.

According to Adler (1997, p.29) there are types that do not trust their own abilities to act and express themselves, preferring to exclude other people as far as possible. They avoid new situations and try to stay in the little circle in which they feel secure. This behavior is a form of inferiority complex, caused by bad experience in a society then someone make limitation to secure his or her life. Therefore, Keiko feel clueless for herself is the one of cause of her inferiority complex.

b. Self-Doubt

After some time living as a part-time worker, Keiko plans to meet her friends on Friday. Here, she started getting questions from her friends about her current life. She was annoyed because her friends kept asking about her life. After all, it was not comparable to theirs. The data below shows that Keiko was annoyed by her friends' questions.

Datum 13

What a pain I thought, wondering why everyone felt such a need for reassurance. But out loud I just parroted the excuse my sister had told me to use whenever I was in a fix: "No, no. It's just because I'm not strong. That's all!" (Murata, 2018, p. 23)

The Datum 13 shows Keiko's friends in the elementary school. They meet Keiko at the school reunion. During the event, Keiko began to want to know about her friends again since she did not want to make any friends during her school days.

However, questions about the part-time job that she does make Keiko feel annoyed because her friends always ask her for reassurance. She consciously replied that she was not strong enough for any other job besides that one. From the situations in the story, Keiko appears to feel inferior when her friends stress her with many questions about her life. These are where Keiko's feelings of inferiority arise because she compares herself with others like she thinks she does not fit in with her friends. Keiko prefers her world in the convenience store where she works.

Moreover, Keiko is afraid to leave her comfort zone since many people suggest she get a proper job. It caused Keiko to choose to be a convenience store woman at 36 years old. Datum 14 below shows that Keiko worries about her ability if she is not a convenience store worker.

Datum 14

"I see. But I'm not capable of working anywhere else except the convenience store. I did give it a go, but it turns out the convenience store worker mask is the only one I'm fit to wear. So if people don't accept that, I have no idea what I can do about it." (Murata, 2018, p. 62)

From Datum 14 above, Keiko described her worries and inability to work anywhere besides a convenience store. She seems to reveal that the convenience store is a place where she becomes a normal person and begins to regulate her behavior so that she can become a normal person. This feeling of inferiority still appears in Keiko's character when people around her still ask questions about her life.

According to Adler (1997, p.29) some types do not trust their abilities to act and express themselves, preferring to exclude others as far as possible. They avoid

new situations and try to stay in the little circle where they feel secure. This behavior is a form of inferiority complex caused by inadequate feelings in society, and someone makes limitations to secure their life. Therefore, Keiko's feeling secure for herself is one of the causes of her inferiority complex.

B. The Ways Keiko Strives for Superiority

The following sub-chapter is about how the main character in the novel strives for superiority. It is a form of character development of the character of Keiko, who has an inferiority complex from her experience in childhood. She started to blame herself after making her parents sad with her manners. Therefore, she chose to go and live alone until she graduated from university. Before that, she tried a part-time job in a convenience store to get a salary and a new experience for her. She learned many things while working there, making her feel normal.

According to Adler in Ansbacher and Ansbacher (1956), people strive toward a final goal of personal superiority or the purpose of success for all humankind. In either case, the final goal is fictional and has no objective existence. Nevertheless, the final goal is significant because it unifies personality and renders all behavior comprehensible. The striving for superiority of Keiko can be identified when she feels comfortable in her workplace and then makes a social relationship or interaction. Also, she chooses to cultivate her empathy as she wants to and decide her way of life.

1. Making a Social Relationship

People who strive for superiority rather than personal superiority maintain a sense of self. Their sense of personal worth is tied closely to their contributions to human society. Social progress is more important to them than personal credit (Adler, 1956). Make a social relationships with other people is a form for someone to be able to achieve goals and a form of striving for superiority.

As the researcher sees in the novel, the main character tries to make a social relationship around her. She also learned about how to be a normal person from her manager and her work colleagues.

Datum 15

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 year ago. (Murata, 2018, p. 15)

From Datum 15 above, Keiko learns by copying her manager and work colleague's speaking skills and other manners. She chose to learn about how to communicate well with others. Since Keiko has become an employee, she does not want to waste her time just to be silent. Learning many things from people in her work environment is an exciting choice, she thought. This action includes the striving for superiority by establishing the social interest. According to Ansbacher & Ansbacher (1956, p. 108) by having established that the norm for perfection is social interest, the people in a position to understand approximately the direction towards ideal perfection.

Good appearance is also Keiko's choice to start her new habit as a normal person. She tried to learn or copy her manager about how to develop her appearance in the workplace. She thinks that is one of the ways to be a normal person like Mrs. Izumi and Sugawara, her work colleagues in the convenience store.

Datum 16

It's only natural that my tastes would match hers since I'm copying her. I'm sure everyone must see me as someone with an age-appropriate bag and a manner of speech that has a perfect sense of distance without being reserved or rude.
(Murata, 2018, p. 16)

According to Datum 16 above, Keiko also learned to appear well like Mrs. Izumi and Sugawara, her work colleague. From the clothes, make-up, and facial expressions, she has learned from people at her workplace. That is the way she develops herself and makes a social relationship with others. In the end, her co-workers also praised her best ways of speaking as a normal person.

As we can see in Datum 16 above, Keiko's action is part of the striving for superiority. Because of her co-workers, she became acquainted with several new things, such as how to dress and use make-up. This way of improving herself to look normal is included in her striving for superiority. Establish communication with other people, and also learn how to be a normal person, like what she knows in her work environment.

Even though Keiko has a different personality, she loves her family, especially her sister. Her sister always helps her find answers to every question people might ask Keiko about her life. In Datum 17 below, Keiko visits her sister and her nephew, and she thinks of how her sister would feel if she misbehaved at her workplace.

Datum 17

But I recalled how upset my sister had been when I'd casually mentioned this to her before and kept my mouth shut.

She had always been kind to me ever since we were little, and I never wanted to hurt her, so I changed the subject and said cheerfully,.... (Murata, 2018, p. 34)

Keiko strives for her superiority by changing the subject of conversation with her sister to make sure that her sister believes that she can do normal actions in the workplace. From Datum 17 above, Keiko was aware of her mistakes in the past and also the effect if she still does abnormal things, like hitting people so they do not make noise around her or other things. Furthermore, this action includes how Keiko strives for her superiority, and she can control her emotions in front of her sister.

Another form of Keiko striving for her superiority is helping her friend, Miho, shop and prepare for a party on New Year's Eve. It was here that Keiko began to show her concern for her friends, even though she often got treatment that irritated her. She had promised Miho, so she came to help Miho, as Datum 18 quoted below.

Datum 18

The next morning, as promised, I helped Miho with the shopping and preparations for the barbecue. At noon, Miho's husband, Satsuki's husband, and some friends who lived a little way away came over. It was the first time we'd all been together for ages. (Murata, 2018, p. 45)

As quoted above, Keiko's attitude of helping friends and keeping her promise to come to an event is her attempt to strive for superiority. Although Keiko refuses her friend's invitation, she finally promises to help Miho shop for party needs. Unconsciously, she has been responsible for what she has promised, so she

wants to be looked at as a normal person by her friends. In short, Keiko struggles to overcome and strive for superiority. As stated by Adler in Hjelle and Ziegler (1992) everything that she do is designed to overcome feelings of inferiority and build a sense of superiority (Meiliana, 2020).

Keiko did not only start building relationships with her friends, but she did other actions. She even dared to offer his co-worker, Shiraha, a place to live as a form of concern so that Shiraha could live safely. The Datum 19 below shows that Keiko is offering a place to stay for Shiraha.

Datum 19

“Shiraha, if all you want is a marriage of convenience, then how about getting together with me?” I broached as I put my second cup of warm water on the table and took a seat.

“What the—” he exploded.

“If you hate people interfering in your life so much and don’t want to be kicked out of the village, then the sooner you get it over and done with the better, surely,” I persisted. “I don’t know about hunting—I mean, getting a job—but getting married will at least remove the risk of people sticking their noses into your love life and sexual history, won’t it?” (Murata, 2018, p. 51)

Keiko tries to calm Shiraha after they talk about society. Shiraha had gotten carried away, and he felt the society around him did not care about him. This action made Keiko know that her situation was the same as what Shiraha was experiencing. Therefore, Datum 19 above shows the form of striving for superiority from Keiko, which helps and calms Shiraha after he cries in front of Keiko.

2. Cultivating the Empathy

The main character in the novel strives for superiority by cultivating empathy as a normal person does. Keiko loves her work as well, and she always

arrives on time at a convenience store when her shift starts. She wants to enjoy the convenience store as her safe place. As time passes, she becomes more attentive to the circumstances around her, especially in serving customers. In Datum 20 below, Keiko helps a woman customer because the woman looks troubled and almost falls.

Datum 20

After the morning practice, which was livelier than usual, I was on my way to the cash register when I saw a regular customer, a woman with a walking stick, reaching for something on the bottom shelf, bending down so far it looked as though she would topple over.

“Let me help you! Is this what you were after?” I asked, picking up a pot of strawberry jam.

“Thank you,” she said with a smile.

I carried her basket to the till. As she shed out her purse to pay, she again muttered, “This place really doesn’t ever change, does it?” (Murata, 2018, p. 43)

Keiko described becoming sensitive and empathetic since becoming a convenience store worker. As the datum 20 above shows, Keiko saw a customer with difficulty taking something. She directly offered to help the customer. Her attitude can be called part of cultivating empathy, which becomes her action in striving for superiority.

Keiko's empathy is caring for and understanding others, such as when she saw the situation in the convenience store. Her action when she knows that someone is in a complex condition is part of his process of growing empathy for others. Keiko is becoming more and more helpful to her customers because she loves her workplace, too. Moreover, Keiko also builds her image as a normal person as a part of her striving for superiority.

Keiko also helps other people, including Shiraha, one of her co-workers. In this situation, Shiraha and Keiko talked about how they see and interpret the society around them. Datum 21 below shows how Keiko responds and does things to calm her friend's condition because her friend is crying.

Datum 21

Shiraha looked at me standing there in silence and suddenly pressed his hands to his face. I thought he was about to sneeze, but then I saw drops of water dripping through his fingers and realized he must be crying. It would be awful if we were spotted by any customers I thought. "Anyhow, let's go and sit down somewhere," I said, taking his arm and leading him to a nearby family restaurant.
(Murata, 2018, p. 51)

Keiko tries to calm Shiraha after they talk about society. Shiraha had gotten carried away, and he felt the society around him did not care about him. This action made Keiko know that her situation was the same as what Shiraha was experiencing. Datum 21 above shows the form of striving for superiority from Keiko, which helps and calms Shiraha after he cries in front of Keiko.

The essence of empathy, agreed upon by most empathy researchers, is feeling what another person feels because something happens to them. Although someone can feel sad with someone else who is sad (empathy) and also feel concern (compassion), someone can also feel happy with someone who is happy (empathy) and feel no concern because nothing bad has happened (Wondra & Ellsworth, 2015). From Datum 21 above, Keiko's action when calming Shiraha, who was sad, includes cultivating a sense of empathy because feeling what another person feels because something happens to them.

Keiko shows her striving for superiority, like good behavior, where she is increasingly sensitive to things around her, especially in the convenience store

where she works. The following is Datum 22, which describes the circumstances in which Keiko helps her co-workers and customers.

Datum 22

I was just recalling him muttering this under his breath when the automatic door chime sounded through the security monitor. I looked at the screen to see a group of male customers coming in. All at once the store was busy. Tuan, the new guy who'd started only last week, was alone on the cash register, so I thought I'd better get out there right away to help.

"Hey, hey, not so fast. You can't get away that easily!" the store manager yelled, amused.

I pointed at the screen. "He needs help on the till," I told him, and I rushed out into the shop. (Murata, 2018, p. 69)

Datum 22 above shows that Keiko is characterized as a person who helps her junior, Tuan, who is the new worker at the convenience store. Keiko saw from the screen that her junior seemed to need help because the convenience store was starting to get crowded. She wanted to accompany Tuan, her new co-worker, to serve several customers who came together. Keiko quickly helped Tuan operate the till. Her traits changed to empathy person because she shows her caring to others.

Wondra and Ellsworth (2015) stated that many processes lead to valued outcomes (caring for others, understanding others, and validating others' emotions). If the same process does not lead to these results, the process will be rejected as not emphatic. For example, viewpoint acquisition was treated as part of this empathy that leads to sharing feelings and caring for others (e.g., Decety, 2011; Zaki, 2014). Keiko's empathy has the process to caring and understanding others, such as she saw the situation in the convenience store, which was busier than usual. Then she noticed his junior colleague serving many customers alone. Finally, Keiko realized that her colleague needed help because her junior was a new employee who was

still not accustomed to serves many people in busy times. Those actions in Datum 22 are part of empathy and also included in how Keiko strives for her superiority towards other people.

Keiko developed her empathy when she was a worker in the convenience store. She describes a character who struggles to fix her characterize and be a normal person as well as possible. Her change when helping others was a part of striving for superiority because people have little or no regard for others while they attempt to be better characters. Their efforts are driven primarily by exaggerated sentiments of inferiority since they have personal aspirations. Those who aim for success rather than personal supremacy still have a sense of self, but they evaluate daily issues from the perspective of society's advancement (Adler, 1956).

3. Deciding the Way of Life

The form of striving superiority by Keiko is she decides to her own way of life. As part of her strives of superiority, she wants to be free from the demands of her family. She tries to find the meaning of being a normal person in her own way. In the Datum 23 below, Keiko decides to live with Shiraha. She thought that she did this way in order to be like normal people in general.

Datum 23

I was considering whether there was any benefit to me in having him here. My mother and sister, and even I myself, were beginning to tire of me never being cured. I was beginning to feel that any change, good or bad, would be better than my situation now.

“It probably isn’t as tough for me as it is for you, Shiraha. But one thing’s for sure: I won’t be able to carry on working in the convenience store like this forever. Every time a new manager comes along, they ask me why I’ve only ever done the same part-time job. They’re always suspicious until I give them some kind of

excuse. And I was just looking for a good excuse to be able to give them. I don't know if you're it, though." (Murata, 2018, p. 64)

Keiko makes her own decisions about how she lives her life. She also asked Shiraha for an agreement that they would help each other to be free from the negative prejudices of the people around them. Making this decision is part of striving for superiority for Keiko. She dared to make that decision because she had a process towards her way of life. When someone has a sense of personal superiority, they try to outdo and surpass others. This goal is continually advanced to ensure that the person is unbeatable. These objectives are all moving in the same direction as the part that the person can cope with what is happening within him or her.

Keiko's decision about choosing her way of life is increasingly visible when she interviews at a company. Keiko's desire to return to being a convenience worker peaked when she saw a convenience store around the company where she would conduct an interview. Keiko is sure of her life goals that she still wants to be a convenience store worker because that is what she wants. Datum 24 below shows Keiko explaining to Shiraha that she chose to stay as a convenience store worker.

Datum 24

"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."

...

I was wasting time talking like this. I had to get myself back in shape for the sake of the store. I had to restructure my body so it would be able to move more swiftly and precisely to replenish the refrigerated drinks or clean the floor, to more perfectly comply with the store's demands. (Murata, 2018, p. 96)

Keiko is described as working up the courage to tell Shiraha that she wanted to be herself as a convenience store worker. Although she previously thought that living with Shiraha would improve her situation, she eventually found her life as a convenience store worker. From Datum 24 above, the decision about Keiko wanting to be a convenience store worker is part of the striving for superiority, where she does not want to be controlled by those around her. She can choose her way in life to be what, who, and how.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents a concluding chapter which contains of summary from Chapter IV. The researcher provide a summary of results and discussions of this study. In the first paragraph will conclude with the first problem of study, namely what are the causes of Keiko's inferiority complex. The second paragraph will conclude about how does Keiko strives for superiority. The researcher also includes suggestions for further researches.

A. Conclusion

Based on findings in the previous chapter, the researcher found two causes of Keiko's inferiority complex in Sayaka Murata's *Convenience Store Woman*. The causes are from society and also from the personality. The society where she lives is divided into school as a child and when she works in the convenience store. Furthermore, the causes of her personality are divided into her feelings of inferiority and self-doubt. Based on the findings, Keiko has several ways of striving for superiority, which is making social relationships with others, cultivating empathy, and deciding the way of her life: 1) She was making social relationships. Since she has an inferiority complex, Keiko limits her relationships with others, but when she becomes a convenience store worker, she learns many things from her colleagues. She tries to copy the gestures and speech of her friends; 2) She is cultivating empathy with other people. For example, Keiko tries to help other people in

convenience stores under challenging conditions; 3) The last action is Keiko's struggle to decide their way of life by standing in her thoughts, not listening to people's comments, saving money for his daily life, and being herself without having to follow other people's rules of life.

B. Suggestions

The researcher found a lot of information while reading and analyzing the novel *Convenience Store Woman* by Sayaka Murata. However, the reasearcher only focuses on analyzing the causes of inferiority complex of main character, Keiko, following of how the character strives for superiority, because this aims to narrow the focus of study. The suggestions from researcher that further researchers explore this book using other approaches and criticism, such as psychology using introversion or introvert theory, feminism, sociology of criticism, or other criticism to take more differences perspective. In addition, if the readers or people around us feel they are experiencing an inferiority complex and can not cope well, immediately see a psychologist for consultation regarding this problem.

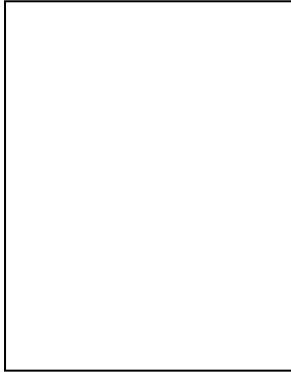
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