

**BREAKING WOMEN'S STEREOTYPES IN THE NOVEL
CONVENIENCE STORE WOMAN BY SAYAKA MURATA (2016)**

THESIS

*Submitted as a Partial Fulfillment of Requirement to Obtain Strata One (S1)
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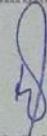
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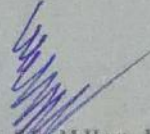


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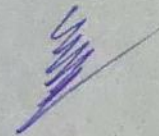
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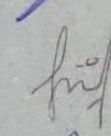
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The researcher realizes that her thesis actually has not been perfect yet, there are many mistakes in it. In the end, the researcher just hopes that the thesis will be guidance for some literary study.

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DEDICATION

I dedicate this thesis to people who are always beside me, who always support and always pray for me..... Thanks.....

To Bapak Herman and Ibu Lina Marni, my extra ordinary parents and also Ridho Hermansyah, my cutest bear bro who have given guidance, warmth, and unconditional love more than i could ask. You are the role model who have given prayers, advices and accompany me affectionately through ups and downs life.

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ABSTRACT

HERLINA, MUTIARA OKTAVIA (2022). **BREAKING WOMEN'S STEREOTYPES IN THE NOVEL *CONVENIENCE STORE WOMAN* BY SAYAKA MURATA (2016)**. Padang:English Department, Faculty of Language and Arts,Universitas Negeri Padang

Stereotypes of women still occur in social life, this will not be separated from the influence of patriarchal culture that still exists and also social construction. This study focuses on phenomena that exist in society, and the stereotype of women occurs in the character Keiko in the novel *convenience store woman* by Sayaka Murata (2016). The method used in this research is descriptive qualitative by applying the existentialist feminism theory of Simone De Beauvoir and the concept of gender discrimination by Mansour Fakih about its relationship with the concept of gender which leads to discrimination. This study aims to find the form of stereotypes on women in the novel and to find out how the main character breaks the stereotypes she gets in this novel. The data in this study were obtained by reading and citing several quotations that were in accordance with the focus of the problem in this study. The results of this study found several forms of women's stereotypes contained in this novel such as women as mothers, women as incompetent and immature and women as sex objects. The research also reveals the ways in which the main character breaks stereotypes, through work as a convenience store employee and the attitudes that exist in everyday life, the main character shows competence and discipline in work that makes her highly appreciated by her colleagues and she shows independence and shows self-acceptance. although these stereotypes are very difficult to get rid of because of the strong patriarchal culture, there is awareness to try to ignore these stereotypes

Keywords: *stereotypes, gender discrimination, gender, patriarchal culture, feminism.*

ABSTRAK

HERLINA, MUTIARA OKTAVIA (2022). **BREAKING WOMEN'S STEREOTYPES IN THE NOVEL *CONVENIENCE STORE WOMAN* BY SAYAKA MURATA (2016)**. Padang: Program Studi Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Padang

Stereotip perempuan masih terjadi dalam kehidupan sosial, hal ini tidak lepas dari pengaruh budaya patriarki yang masih ada dan juga konstruksi sosial. Penelitian ini berfokus pada fenomena yang ada di masyarakat, dan stereotip perempuan yang terjadi pada tokoh Keiko dalam novel *convenience store woman* karya Sayaka Murata (2016). Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menerapkan teori feminisme eksistensialis dari Simone De Beauvoir dan konsep diskriminasi gender oleh Mansour Fakih tentang hubungannya dengan konsep gender yang mengarah pada diskriminasi. Penelitian ini bertujuan untuk menemukan bentuk stereotip pada perempuan dalam novel dan untuk mengetahui bagaimana tokoh utama mematahkan stereotip yang didapatnya dalam novel ini. Data dalam penelitian ini diperoleh dengan membaca dan mengutip beberapa kutipan yang sesuai dengan fokus masalah dalam penelitian ini. Hasil penelitian ini menemukan beberapa bentuk stereotip perempuan yang terdapat dalam novel ini seperti perempuan sebagai ibu, perempuan sebagai tidak kompeten dan belum dewasa dan perempuan sebagai objek seks. Penelitian ini juga mengungkapkan cara-cara karakter utama mematahkan stereotip, melalui pekerjaan sebagai karyawan toko serba ada dan sikap yang ada dalam kehidupan sehari-hari, karakter utama menunjukkan kompetensi dan disiplin dalam bekerja yang membuatnya sangat dihargai oleh rekan-rekannya dan dia menunjukkan kemandirian dan menunjukkan penerimaan diri. Meskipun stereotip ini sangat sulit untuk dihilangkan karena budaya patriarki yang kuat, ada kesadaran untuk mencoba mengabaikan stereotip tersebut.

Kata kunci: *stereotype, diskriminasi gender, gender, budaya patriarki, feminisme.*

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

The term stereotype in society is not new, but there are still many people who do not understand the form of the stereotype and unconsciously they have given the stereotype to others. Stereotypes will always be a part of life and everyone will never be separated from the stereotypes given by the people around us. The social and cultural environment is very influential in providing stereotypes. The social environment is the power of society with various systems of norms around individuals or groups of people that influence their behavior and interactions. While the cultural environment is the state of the cultural value system, customs, and way of life of the community that surrounds a person's life. The socio-cultural environment applies a system that affects the way human life in society. Many people still think that giving stereotypes is positive, because the existence of these stereotypes is the same as teaching how humans can live with a system that should apply in society in general. In fact, stereotypes are a form of negative labeling against someone and will cause pressure to people who received the negative label. According Amanda (2009) in the article "*Masyarakat Majemuk II Stereotipe, Prasangka, Pluralisme*" explained that stereotypes are the giving of certain characteristics to a person or group of people based on subjective categories, just because they come from a certain group (in group or out group) which can be positive or negative.

According to Narwoko & Suyanto (2009:322), stereotype is the labeling of certain parties or groups which always results in harming other parties and causing injustice. Based on the understanding of stereotypes explains what stereotypes look like in people's social life. Stereotypes are a form of judging someone without considering the merits of the value.

For example, in society, the standard of beauty that most women believe is white and slim, and it has become the standard for every woman to look like that beauty standard. So that fat women and black women are considered not beautiful or do not meet these beauty standards. This stereotype is still embedded in everyday life and is difficult to remove. As a result, many women feel inferior to their own appearance and try to look beautiful according to existing standards. Because of this stereotype, many women try to change their appearance by taking various ways such as plastic surgery or doing other extreme things which sometimes cause bad side effects.

Another example of stereotypes is that women are considered inferior to men and that men are more intelligent than women. Of course all women do not like this and even cause psychological pressure, but there are still many people who are still influenced by this assumption, thus putting pressure on women because they are often compared to men. Besides creating stereotype pressure, it is also an incentive for women to prove that the stereotypes that have long developed in society are wrong and prove that women can be equal to men without discrimination.

Of the several stereotypes that have been mentioned, this stereotype is often attached to women. This proves that women are still shackled by the existence of prejudice and negative labeling, thus giving rise to gender inequality. Patriarchal culture also influences the formation of women's stereotypes. According to Walby, patriarchy is a system of social structures and behaviors in which men dominate, subjugate, and exploit women, as stated in *"fifty key concepts in gender studies"* by Jane Pilcher & Imelda Whelehan (2004). The depth, pervasiveness, and connectivity of women's subjugation are said to be best captured by the six patriarchal institutions identified by Walby (home production, paid work, the state, male violence, sexuality, and culture). Patriarchal culture also affects women's perceptions, according to those who adhere to patriarchal culture, women must follow what is considered appropriate by society and must not deviate from rules or norms.

This real example is often encountered when a woman is single or unmarried at her age that is considered enough to get married, many consider themselves a failure in life. Because many people think that being a wife and mother is the ultimate goal of a woman's life. Many people agree with this statement, but it should be underlined that women still have the same opportunities as men to have a career and determine the direction of their life. Because of this stereotype, many women feel that being single is not good. Worse yet, this stereotype also often makes many women forget their freedom as human beings and decide to stay in unhealthy relationships, which is a very harmful and very toxic relationship. The environment is also very influential in harming single

women, women will try to find ways to overcome them. these circumstances, such as forced marriages, even though it doesn't necessarily have a good impact on women, it could be that marriage is the cause of domestic violence or divorce.

The stereotype that women should have children is still very entrenched in society. The question “when do you have children?” This can cause psychological pressure on women who have been trying to have children for years but have not succeeded, infertile women, and women who choose not to have children. This stereotype puts pressure on women. Many women decide not to have children for various reasons, such as medical reasons or reasons because they feel they can't raise the child properly.

This is in accordance with the opinion O'Brien in book “*Encyclopedia of Gender and Society*” (2014, p. 379) stated that women's stereotypes can be divided into three. Firstly, women are stereotyped as mothers who provide and support others, vulnerable, dependent, and weak. Secondly, women are stereotyped as childlike who are immature and incompetent people. This view causes some people to neglect women's intelligence and competence. Thirdly, women are considered sex objects.

Stereotypes that are often addressed to women make women feel influenced and do not dare to express themselves for fear of being criticized badly by society. Stereotypes have a significant impact on women. It reduces the motivation to express themselves freely. The stereotype of women in all their femininity and the use of feeling rather than ratio is one of the most favored ways to discourage women in science. Exact science that emphasizes rationality is kept away from

women. Women are forced to be more interested in social sciences and domestic affairs. All of this can not be separated from the construction of work based on sex (sex based division of labor).

The novel analyzed in this research is entitled "*Convenience Store Woman*" by Sayaka Murata, a novelist from Japan. Sayaka Murata has written many best-selling books, one of which is "*convenience store woman*", which the researcher will examine. According to the author of this novel, her inspiration made this novel in the background while she was working as an employee at a convenience store. The book was written in 2016 and translated into English in 2018, has won various awards such as the Akutagawa Prize, is a best-selling novel, and received positive reviews from leading critics. In this study, the researcher focuses on analyzing the story and proving only the theory used in this research. The aim of this research is that the researcher wants to explain the form of stereotypes of women and their effects on women. The research intends to present what form of woman stereotypes are given to the characters in this novel. The researcher wants to reveal how the woman characters in this novel are trying to break the stigma or stereotypes attached to her in the novel "*convenience store woman*" by Sayaka Murata.

This novel tells of a convenience store employee named Keiko Furukura, a 36-year-old woman who has worked at the same store for 18 years since she was young. Keiko's character in this novel has a different stance from society in general. Actually She has a character that is so naive and innocent, but she is also so kind, polite and disciplined, which makes her so appreciated by her coworkers.

Keiko Furukura does not react to situations as "normal" people do. She cannot understand human emotions and has different point of view in understanding a problem, making her feel different from most people or "abnormal/idiot". Still, she recognizes the difference and tries best to fit in. Keiko is a girl who was born and grew up in a happy family. Keiko's parents and younger sister have always supported everything Keiko did from childhood to adulthood. To become a normal person, she starts working at a convenience store. There she learns and imitates other people's ways of speaking and behaving. A convenience store is an excellent place for this kind of thing as it is run according to the job manual issued by the management. Working there, she felt she had "become part of the world machine". She was still the same person but after work at convenience store, she felt "disguised as a member of society". But she just did the same thing without any change for 18 years, At work, she receives various assessments from colleagues, family, and friends because there is no change in Keiko, and she has never had a partner until she is 36 years old. so that it causes conflict between herself and the people around her and also conflict within herself. One day, a new employee appears, Shiraha, who almost changes Keiko's life and ends up having a relationship based on the judgment of society alone to be considered an ordinary human being who succeeds in a "normal" field of life. Like the problems faced by Keiko, she tries to adapt to the views of society so that she can be considered a member of society in general but she feels no satisfaction in it, she is not free to be herself.

Based on the explanation above, the researcher took an initiative to conduct research using a feminist approach. This approach is deemed appropriate because in the story plots, setting and conflict, it explains the development of feminist signs and the way main character behave in society. In the novel “*Convenience Store Woman*” by Sayaka Murata, the researcher focuses on the discussion of stereotypes given to the character and to see how to break the stereotype in the novel "*Convenience Store Woman*".

1.2 Focus of the problem

The novel entitled *Convenience Store Woman*, written by Sayaka Murata (2016), reflects the issue of stereotypes to women, in this research explains the stereotypes experienced by women who are obtained from the surrounding society. In this novel, the main character is a woman who is considered different from most women in general or abnormal. The woman character feels the abnormal, who thinks she has a different perspective from people in general. The exception that this character feels is the way she views a problem. The main character in this novel is a woman who has entered a mature age. This character works as a part-time employee at a convenience store for 18 years, which is quite a long period for someone who only works part-time and does not have a permanent job. Furthermore, the woman characters in this novel also have different personalities and views on social concepts in society. The woman character is not married and does not understand having a life partner, and she considers herself a machine controlled by social norms or rules that apply in society.

In analyzing this research, three keywords apply in discussing this problem. The first keyword is a stereotype. Nelson (2009: 9) explains that stereotypes represent the traits we perceive as social group characteristics. Stereotypes can affect how members of one group treat other groups, leading to changes in group behaviour. The following keyword is gender, Gender is a system formed by society to make social classifications whose formation is predicated on the division of sex. Once a baby is born, then at that point, the gender of the kid has been identified, whether or not it is a boy or a girl. and the last keyword is gender discrimination, gender discrimination is led by gender differences where a woman as an irrational, emotional, weak and motherhood person is positioned in the domestic area. In this research, it was found that the characters feel gender inequality, and this happens because of the problems faced by the characters. The main character feels the difference from the way she looks at a problem and also the main character feels the demand to be what is appropriate according to the community's view. This makes her feel required to always be perfect with what her social environment demands. The focus of the problem is to prove stereotypes given to the character and to see how to break the stereotype in the novel "*Convenience Store Woman*" by Sayaka Murata (2016)

1.3 Research Question

The issue about woman stereotype important to be discussed in the novel "*Convenience Store Woman*" by Sayaka Murata (2016), Thus, there are two research questions use to analyze the issue of this analysis:

1. What are women's stereotypes reflected in Novel *Convenience Store Woman* by Sayaka Murata (2016)
2. How does woman character break the stereotype in Novel *Convenience Store Woman* by Sayaka Murata (2016)

1.4 Purpose of the Research

The purpose of this research is to find out form stereotypes given to the character. Moreover, to see how to break the stereotype in the novel "*Convenience Store Woman*" by Sayaka Murata (2016)

1.5 Conceptual Framework

This study deals with woman stereotypes in Novel *Convenience Store Woman* by Sayaka Murata (2016). This study applied feminist theory. This analysis focuses on gender, Patriarchal culture and Gender discrimination. In addition, this study also uses the feminist approach and gender discrimination concept to see an act of the woman stereotype.

