

**POSITIVE POLITENESS STRATEGIES USED IN
JAPANESE CHATTING PLATFORM**

TERM PAPER



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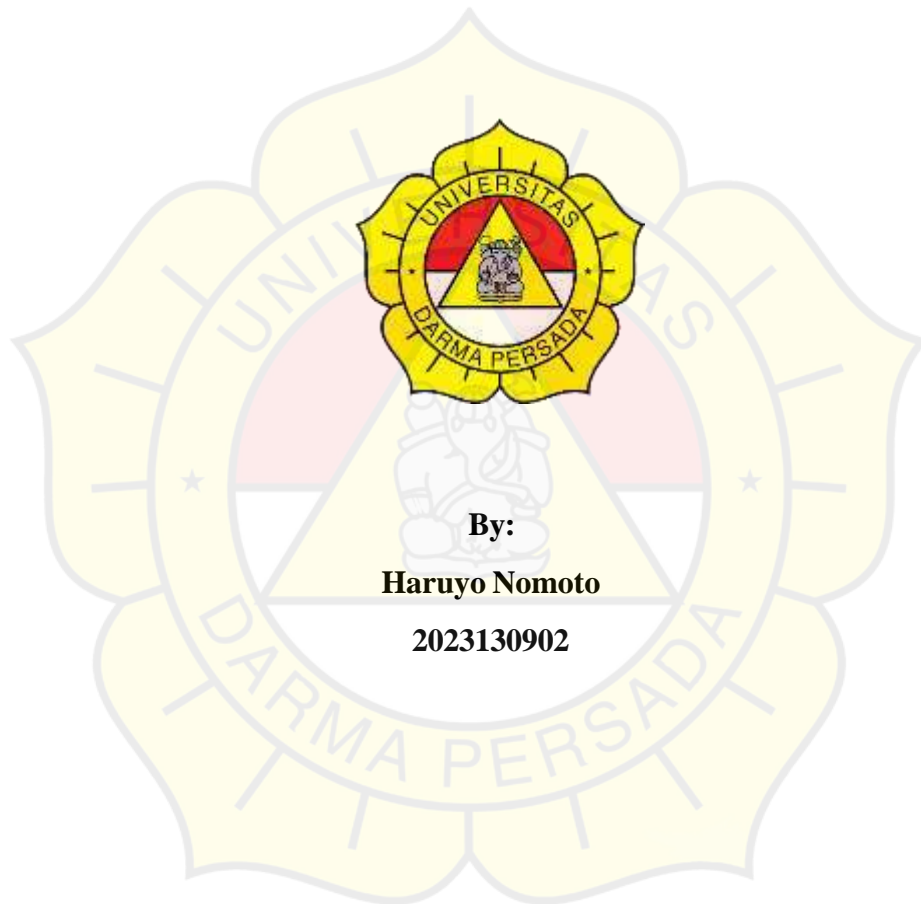
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Submitted in part-fulfillment of requirements for obtaining *Sarjana
Linguistik (S.Li.)* degree



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INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work and not plagiarism of another work, the content has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, January 6, 2026




(Haruyo Nomoto)




LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Haruyo Nomoto entitled "Positive Politeness Strategies Used in Japanese Chatting Platform" has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defence for obtaining *Sarjana Linguistik* (S.Li.) degree to the respective candidate.

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Finally, I could complete this term-paper as planned, which entitled “Positive and Negative Politeness in The Utterances Found in “Positive Politeness Strategies Used in Japanese Chatting Platform”. The term- paper is submitted to the English Language and Culture Department, Darma Persada University, as a partial fulfilment of the requirements for obtaining the Strata One (S-1) degree.

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Jakarta, January 6, 2026

(Haruyo Nomoto)

POSITIVE POLITENESS STRATEGIES USED IN JAPANESE CHATTING PLATFORM

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ABSTRACT

This study aims to analyse Japanese utterances using Brown and Levinson's politeness theory, with a particular focus on positive politeness strategies. The theories in pragmatics employed in this research centre on politeness strategies that are used to manage interpersonal relationships and social harmony in communication. This research adopted a qualitative approach and was conducted using a descriptive qualitative method to examine the occurrences and types of politeness strategies found in the selected message in Japanese chat platform. The findings revealed that positive politeness strategies are frequently employed, with 58 instances identified, indicating speakers' efforts to express solidarity, reduce social distance, and create a sense of familiarity and attraction in interaction. These strategies are realized through various linguistic forms that emphasize shared understanding, approval, and involvement between interlocutors. The results suggest that positive politeness plays a significant role in shaping Japanese communicative practices, particularly in maintaining harmonious relationships while subtly negotiating social roles and expectations. This study contributes to pragmatic studies by highlighting how politeness strategies function within Japanese discourse and how they reflect cultural values embedded in language use.

Keyword: *positive politeness, strategy, Japanese, Line, utterances*

STRATEGI KESANTUNAN POSITIF YANG DIGUNAKAN PADA PLATFORM CHATTING JEPANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis tuturan bahasa Jepang dengan menggunakan teori kesantunan Brown dan Levinson, dengan fokus khusus pada strategi kesantunan positif. Teori pragmatik yang digunakan dalam penelitian ini berpusat pada strategi kesantunan yang digunakan untuk mengelola hubungan interpersonal dan menjaga keharmonisan sosial dalam komunikasi. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif untuk mengkaji kemunculan serta jenis strategi kesantunan yang terdapat dalam tuturan bahasa Jepang yang dipilih dari platform chat. Hasil penelitian menunjukkan bahwa strategi kesantunan positif sering digunakan, dengan total 58 data yang teridentifikasi. Hal ini menunjukkan upaya penutur untuk mengekspresikan solidaritas, mengurangi jarak sosial, serta menciptakan rasa keakraban dan ketertarikan dalam interaksi. Strategi-strategi tersebut diwujudkan melalui berbagai bentuk kebahasaan yang menekankan pemahaman bersama, persetujuan, dan keterlibatan antara para penutur. Temuan ini menunjukkan bahwa kesantunan positif memainkan peran penting dalam membentuk praktik komunikasi dalam bahasa Jepang, khususnya dalam mempertahankan hubungan yang harmonis sekaligus secara halus menegosiasikan peran dan ekspektasi sosial. Penelitian ini berkontribusi pada kajian pragmatik dengan menyoroti bagaimana strategi kesantunan berfungsi dalam wacana bahasa Jepang serta bagaimana strategi tersebut mencerminkan nilai-nilai budaya yang tertanam dalam penggunaan bahasa.

Kata kunci: *kesantunan positif, strategi, bahasa Jepang, Line, tuturan*

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