

## **CHAPTER 5**

### **CONCLUSION**

This study has provided an in-depth analysis of positive politeness strategies as shown in the utterance of a Japanese chatting platform called LINE. By using Brown and Levinson's theory, it is possible to explore how interpersonal relationships between speakers and listeners are portrayed through language, particularly during moments of communication. These findings highlight the complexity of human communication and the subtle ways in which politeness is used to navigate social dynamics.

Firstly, this study identifies the frequency of these strategies, revealing 58 data analysis, and classified them into 11 positive politeness strategies. These situations usually evolve around everyday topics such as the weather, health, academic concerns, or shared activities, where the speaker aims to build rapport and lessen social distance.

Using strategy number 1 (give gifts to the hearer by showing goodwill, expressing sympathy, or engaging in cooperative behavior), the speaker indicates that the interaction goes beyond the exchange of information. Instead, it also attends to the interlocutor's emotional need for recognition and social acceptance, commonly described as a positive face. In communicative practice, this strategy is realized through expressions of empathy, offers of assistance, and inclusive or cooperative behaviors, all of which aim to minimize actions that could potentially threaten the interlocutor's face

Positive politeness strategies in Japanese conversations are quite diverse, like starting with the simple act of noticing and attending to the hearer's interests. Speakers show real empathy by picking up on things like hunger or stress and responding with supportive actions that make the other person feel cared for. Then followed by exaggerating interest or approval, they give excessive praise to really boost the hearer's self-esteem and create emotional warmth. Intensifying interest

comes in when speakers craft these engaging, vivid narratives to pull listeners into shared experiences, fostering a genuine sense of closeness.

Speakers also employ in-group identity markers-like those little terms that highlight shared group membership to reinforce solidarity and make everyone feel like they are on the same team. Then, seeking agreement helps align views on neutral topics to maintain harmony, while avoiding disagreement softens any potential conflicts by reaching agreement first and then slowly introducing alternatives. These strategies contribute to smooth and respectful interactions that are deeply rooted in those cultural values of unity and care.

Building on that, using jokes makes the situation softer with a bit of humor, easing emotional tension and strengthening social bonds through humor that is entertaining and understandable to everyone. Showing concern for the hearer's want by offering help or gifts demonstrates care. Including the speaker and hearer in activities shows togetherness through invitations to shared endeavors, and making it feel like a shared experience. Optimists spread positivity by reassuring others that things will turn out well, even during difficult times.

In Japanese communication, offering gifts, sympathy, or cooperation, whether emotional support or something tangible, demonstrates genuine care and a willingness to be there for others. The strategies really highlight how Japanese communication puts relational harmony; by using empathy and gentle, indirect ways of communicating, they navigate social situations thoughtfully and with care. These strategies build a strong connection and are meaningless without making anyone feel uncomfortable or pressured.

In conclusion, the analysis of 58 data points revealed that positive politeness strategies in " Japanese Chatting Platform" play a role in maintaining social harmony and interpersonal closeness. These strategies appear in everyday interactions for example, by tuning into what the listener needs, offering extra praise, or making sure others feel included. All of these reflect the cultural focus on empathy and group harmony.

The findings revealed how Japanese speakers manage conversations to avoid causing embarrassment or discomfort, especially in casual settings, which helps strengthen their relationships. This study highlights how important cultural context is in politeness research, showing that what might seem subtle in one culture can have a big impact on relationships in another.

I hope this research could be further developed by other research by adding analysis in a broader digital context, like other social media or messaging applications, or by comparing these strategies in other languages for a cross-cultural perspective. Furthermore, this thesis can serve as a reference for other researchers or students interested in exploring politeness in Japanese communication, providing a foundation for further study on how cultural norms influence social interactions. I hope this work can be useful.

