

ABSTRACT

Lestari, Desi. 2022. "Politeness Strategy in Public Service Situations in Anime". Thesis, Japanese Language and Culture Departement, Faculty of Humanities, Diponegoro University. Thesis advisor : Maharani Patria Ratna, S.S., M.Hum.

There are 2 purpose in this research. First, describe the speech that contain keigo in public service situations in anime. Second, describe what politeness strategies are used in public service situations in anime. This research uses 6 anime to obtain data. This type of research is qualitative with descriptive form. Data collection techniques using listening and note taking techniques. Then, it was analyzed by extralingual method and presented by informal method. The theory used in this research was the theory of politeness strategy by Brown and Levinson.

Based on the results of the analysis, found 18 data containing keigo and politeness strategy. In these data, keigo that often appears is the type of sonkeigo. Politeness strategy that are often found in the data are negative politeness strategy.

Keywords : Sociopragmatic, Anime, Keigo, Politeness Strategy

