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# Persuasive Discourse in Japanese Language Online Popeyemagazine

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## Abstract

In the current 4.0 generation, language is an important aspect for everything. The variety of language use is also very diverse so it is interesting to do research. This study aims to determine the types of hyogen and types of text structures that are often used in persuasive discourse. The novelty of this research with previous research is examining hyougen which contains persuasive meanings including meirei, kinshi, irai, and kanyuu. The method used in this research is descriptive qualitative method, with data collection using the documentation method, followed by data analysis using discourse analysis techniques. The source of data from this study is hyogen in sentences contained in the online magazine popeyemagazine.jp, totaling 41 data. The result of this research is that the type of hyougen that is often used in persuasive discourse is kanyuu hyougen. While the type of text structure that is often used in persuasive discourse is the type of chuukukugata (type of middle conclusion).

**Keywords :** *Hyougen, discourse analysis, online magazine, Japanese*

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# Persuasive Discourse in Japanese Language

## Online Popeyemagazine

### Introduction

The use of language in generation 4.0 is indispensable for all interests. Using good language also makes it easier for someone to convey a message or idea to the other person. This is supported by the structure of word formation into a sentence that is understood by the public. In linguistics, the structure of sentence formation is known as the study of syntax. As explained by Verhaar (Agustina et al., 2021) syntax is defined as a branch of linguistics that examines the order of words in a sentence. Another opinion according to (Tjandra, 2013) states that syntax is a field that studies the problem of sentence formation including the rules of other languages that are larger than words. In Japanese, the syntax is called *tougoron* (統語論). Koizumi (Andrey Puspita, 2016) explains that *tougoron* is a language field that examines the relationship and structure of language. The arrangement of sentences in Japanese is very diverse and has many types, this diversity causes many variations in the use of language, one of which is the variation of the expression language. The expression in Japanese is called *hyougen*.

As Kindaichi (1995) explains, *hyougen* is an expression of thoughts and feelings in the form of facial expressions, body gestures, picture language, or music. The variety of *hyougen* will continue to increase over time, so the sentence structure patterns will also increase which causes beginners to learn Japanese to have difficulty with Japanese patterns. This is what makes researchers interested in choosing this theme because *hyougen* has many sentence patterns in one type. *Hyougen* can be found in all forms of various languages, be it spoken language such as conversations with friends or teachers, spoken speech, and drama. As well as in written language such as books, novels, and discourses.

According to Tarigan (2009) discourse is the most complete, highest or largest language unit for a sentence or clause, and has a beginning and an end that is delivered orally or in writing. Another opinion from Lull (Sobur, 2005) is that discourse is an object, idea, or idea that is discussed openly to the public, giving rise to a certain and widespread understanding. Discourse in Japanese is called *danwa* (談話). Nitta (2009:3) argues that discourse contains units larger than sentences, in the form of linguistic expressions from various levels such as words and sentences that are interconnected. Discourse itself can be filled by various genres, such as news discourse, discussion, explanation, to persuasion.

Keraf (Agustin & Astuti, 2021:52) argues that persuasion is a verbal art that aims to convince the interlocutor to do something the speaker wants now and in the future. Implicitly, persuasion in Japanese is synonymous with solicitation (*kanyuu*). However, it is different from Yoshio Nitta (Sutedi, 2003:69-70) who reveals that there are several expressions or sentence patterns that can make someone do what the speaker wants, including: (1) 'meirei' (command), the pattern used to order the other person to speak. to do something. This pattern includes the form , and the command form 命令形 'meireikei' is indicated by changing the ending of the dictionary form to e or o. (2) 'kinshi' (prohibition), this pattern is used to prohibit someone from doing an action. The pattern is indicated by the (~na) form, and applies to additions after the dictionary form verbs. (3) 'irai' (request), the pattern used to convey a request or request to the interlocutor to do or not do something. This pattern includes the verb form and adds ください (kudasai). While the pattern of requesting not to do something can use the form (~naide Kudasai). (4) 'kanyuu' (invitation), a pattern used to invite someone or the other person to do something the speaker wants. This pattern has a shape, for example: 'isshoni kaerou!' (let's go home together!), and a (~masenka) shape like an example: 'isshoni tabemassenka' (let's eat together). In addition, Nitta (Kasmawati, 2019) added forms that show the expression of invitation, including the form, form, form, and form and each form has the same meaning, namely an invitation.

There are three types of discourse in discourse, namely dialogue (*taiwa*), monologue (*monoroogu*), and *dokuwa* (Nitta, 2009: 8). This study focuses on monologue discourse in which there is no listener or speaker who will respond to the next conversation. Recently, discourse studies are increasingly in demand, because a discourse is a unit that includes phonemes, morphemes, clauses, sentences, and paragraphs. With this discourse analysis

also does not only know the content of the messages contained in the discourse, but also knows the language style and sentence patterns used in the discourse.

The study of text structure in discourse still has problems because it has various mentions that will affect the level of understanding of a discourse, and also affect the content of the message to be conveyed. One of the terms of discourse text structure in Japanese is the term *Toukatsusei* (Nurhadi, 2020). Meanwhile, according to Sakuma Mayumi (1998) revealed that

"本論結論といった文章の構成のあり方やまとめがどこに来るかに応じての「統括型.中括型.尾括型.両括型」などの分類もそうです"

(There are various classifications such as [type of head conclusion, type of middle conclusion, type of tail conclusion, and type of double conclusion] according to the composition of the text).

The results of a previous study that examined the level of students' understanding of the expressions ~mashou, ~mashouka, and ~masenka by Saparina Halibanon et al (2019), examined the understanding of the *kanyuu hyougen* expression in 25 Pasim University students and 28 Maranatha Christian University students. The level of student understanding is tested based on the ability of the student's JLPT level. In addition, there is a study conducted by Widianingsih (2020) with the title "Analysis of Website Advertising Discourse on Japanese-Speaking KFC Products" discussing the structure and function of language in advertising discourse. The method used is

Furthermore, there is a research conducted by Rosiah & Nikmatulloh (2020), with the title "Analysis of the Use of Politeness Strategy *Irai Hyougen* (Shuuketsubu) Based on *Jouge Kankei* by Japanese Language Students in the Special Region of Yogyakarta" discussing the expressions of warning used by seniors to juniors, to friends peers, expressions used by juniors to seniors and also politeness used. Then the results of other relevant research conducted by Chandra Putra Satria (2018), examines the meaning of commands and prohibitions used by the characters in the anime *Nodame Cantabile Paris Hen*. And examine the relationship of participants in the anime.

Based on the results of previous relevant studies, research with *hyogen* analysis in persuasive discourse in Japanese online magazines has not been studied. This research has objectives, such as; (1) knowing the type of *hyogen* that is often used in persuasive discourse in Japanese online magazines, (2) knowing the type of text structure that is often used in persuasive discourse in Japanese online magazines. This research focuses on sentences in the discourse that contain the *hyogen* type which is persuasive. This research is expected to be useful for Japanese language learners to be more familiar with Japanese expressions, as well as useful for Japanese language teachers as a reference in teaching and learning activities, especially in improving *bunpou* learning related to the arrangement of sentence patterns.

## Method

This research uses descriptive qualitative research method. According to Arikunto (2013: 3), descriptive research is research that is intended to investigate circumstances, conditions or other things that have been mentioned, and the results are presented in the form of a research report. The data sources used in this study are news discourse and advertising discourse contained in *Popeye Magazine* online magazine for the period March 2021-June 2022. According to Yaniar & Masrokhah (2021) advertisements can be found in various media, one of which is media space which includes flyers, posters, website advertisements including advertisements in discourse.

The method used in collecting research data is the documentation method through the official website [popeyemagazine.jp](http://popeyemagazine.jp), followed by discourse analysis techniques. According to Slembrouck (2009) discourse analysis is a linguistic unit analysis of the use of spoken and written language that involves the sender of the message and the recipient of the message through the act of communication. The data is in the form of sentences containing persuasive *hyogens* that make someone do something the speaker wants. *Hyougen* which was analyzed based on the sentence patterns of each type used the *hyogen* type theory proposed by Yoshio Nitta (2003) and the structure of the text type which was analyzed using Sakuma's theory (1998). The results of the analysis of this study are presented using pictures and tables described using informal methods.

## Results

The results of the hyogen analysis contained in the discourse in online magazines have various types of hyogen and types of text structures that are in accordance with the research objectives. Based on the findings of the data collected and then analyzed there are 41 hyogen data that contain persuasive. Types of hyougen which include 'meirei' (command), 'kinshi' (prohibition), 'irai' (request), and 'kanyuu' (invitation). Here are the types of hyougen found in the persuasive discourse in popeyemagazine.jp magazine.

**Table 1.** Type of Hyougen in Persuasive Discourse in Popeyemagazine.jp.

Hyougen Type	Data Number	Amount
1. Meirei		
～なさい (~nasai)	-	0
命令形 (Meireikei)	D17	1
2. Kinshi		
～な (~na)	D16, D27, D37	3
3. irai		
～てください (~te kudasai)	D33	1
～ないてください (~nai de kudasai)	-	0
4. Kanyuu		
～おう (~ou)	D1, D2, D3, D4, D5, D7, D8, D9, D10, D12, D13, D15, D18, D20, D21, D22, D23, D25, D26, D28, D29, D31, D32, D34, D35, D36, D38, D39, D41	29
～ませんか (~masenka)	D14	1
～ましょう (~mashou)	D24, D40	2
～しよう (~shiyou)	6, 11, 19, 30	4
～しようか (~shiyouka)	-	0
～しないか (~shinaika)	-	0

The structure of the text has an important role in a discourse. The speaker conveys the message contained in the discourse through the main idea or content of the discourse. Sakuma (1998) classifies the types of text structure into four types, namely toukatsugata, chuukukugata, bikatsugata, and ryokukugata. The following is data on the types of text structures based on hyogen contained in the persuasive discourse in the online magazine Popeyemagazine.jp.

**Tabel 2.** Jenis Struktur Teks Wacana Persuasif di Majalah Online Popeyemagazine.jp

Text Structure Type	Data Number	Amount
Toukatsugata	D1, D3, D5, D6, D8, D10, D23, D26, D27, D34, D39, D41	12
Chuukukugata	D2, D7, D9, D15, D18, D19, D20, D21, D22, D24, D28, D29, D30, D31, D33, D37, D38, D40	18
Bikatsugata	D4, D11, D12, D13, D14, D17, D25, D32, D35, D36	10
Ryokukugata	D17	1

## Discussion

In the discourse contained in the magazine popeyemagazine.jp, it was found that the type of hyougen which contains persuasive meanings in the form of meirei, kinshi, irai, and kanyuu. For the classification of the structure of the text found are the types of toukatsugata, chuukukugata, bikatsugata, and ryokukugata. Then, the findings of the hyogen sentence form in this persuasive discourse can be used as a reference for beginners to learn Japanese.

## Types of Hyougen in Persuasive Discourse on Popeyemagazine.jp Online Magazine.

### 1. 命令 'meirei' (command)

Data number 17



**Figure 1.** Types of Meirei Hyougen Data in Persuasive Discourse on Popeyemagazine Magazine.jp Analysis :

This discourse has a sub-heading “目先の毛を見るな。これからの毛を見ろ。” (Don't look at the hair on the hands, pay attention to the hair from now on!) which explains the best ways to take care of healthy hair in the future. The phrase 'don't look at the hair in your hands' has the meaning of not regretting the hair that has fallen out, and starting to improve habits so that the scalp becomes healthy.

Hyougen (17) : これからの健康的な毛を見ろ !

korekara no kenkou-tekina ke o miro!

Look at the healthy hair of the future!

The expression sentence (17) above is formed from a sentence pattern (Noun + を + dictionary verb form 'る') which means '~lah'. This sentence pattern has a change, marked by a change in the suffix of the second group dictionary form 'miru' to 'miro' which means 'look at'. This sentence pattern has a firm connotation, it is used to tell someone to do something. The suffix o 'miro' in the sentence fragment above is an expression that states an order (Meirei). The pattern for ordering the interlocutor to do something, is indicated by the change in the suffix of the group two dictionary form to o. Speakers use this expression to tell someone to start paying attention to healthy hair for the future, by choosing a shampoo that has ingredients that are suitable for the type of scalp. For the classification of the structure of the expression text which is located in the sentence fragment above, it is a Bikatsugata text type (tail conclusion). This type of text is located at the end of the paragraph which is the final conclusion of a discourse that really must be considered. In other words, it is following every command listed to improve scalp health.

### 2. 禁止 'kinshi' (prohibition)

Data Number 37



**Figure 2.** Types of Kinshi Hyougen Data in Persuasive Discourse on Popeyemagazine Magazine.jp Analysis :

This discourse is entitled “【#4】オルタナティブ編集手帖 -” ([#4] Alternative Editor's Notebook-Urashima Taro, From Another Planet (Part 2) which tells of a Japanese immigrant who continues to live in a hotel in London. He wants to visit bookstores and find Japanese trends that are buzzing in

magazines. Part of this discourse is filled by the immigrant's dialogue with the locals, until one day the immigrant wants to move things and rent a small room for him, presented in the form of a dialogue.

Hyougen (37): おっと、そんな心配(しんぱい)はいらないな。

*Otto, son'na shinpai wa iranai na*

Ups, Don't worry about that.

The expression sentence (37) above is formed from the sentence pattern (Noun + は+ Verb ない+ particle 'な') which means 'don't'. This sentence is used to convey a strict prohibition. Generally often worn by men, but there are also women who wear this form. Can also be used for communication with the same age or from the older to the younger. The ~na form in the sentence above is an expression that expresses a prohibition (kinshi). This pattern is used as a form of prohibition on an action. The discourse is presented in the form of a dialogue between the immigrant and the local population, which intends to prohibit the immigrant from worrying about his needs while in London. For the classification of the structure of the idiom text in the sentence fragment above, it is a type of chuukukugata text (middle conclusion). This type of text is located in the middle of the dialogue posed by the local people mentioned in the discourse.

### 3. 依頼 'irai' (request)

Data Number 33



Figure 3. Hyougen Irai Type Data in Persuasive Discourse on Popeyemagazine Magazine.jp

Analysis :

The discourse has the main title “2人と〈ハリー・ウィンストン〉” (two people and 'Harry Winston') with the first sub-heading being “エンゲージメントリングとプロポーズ。” (engagement and proposal ring) which describes the latest wedding ring that was released, produced by 'Harry Winston'. The first discussion in this discourse is related to engagement rings for proposal events. With this ring, couples can fully express their feelings. One of the rings is dubbed the 'King of Diamonds' and is liked by many women.

Hyougen (33): でもそれに甘んじず正々堂々と「結婚してください」の言葉は忘れずに。

*demo sore ni amanjizu seiseidoudou to (kekkon shite kudasai) no kotoba wa wasurezuni.*

But don't settle for it and don't forget the words (please marry).

The expression sentence (33) above is formed from a sentence pattern (Verb form て+ください) which means "please". This sentence pattern is used to convey a request politely. The ~te Kudasai form in the sentence fragment above is a form of expression that expresses a request (irai). This pattern is used as a request for others to do something they want. Speakers use this form of expression to indicate a request to the other person to get married immediately and order a 'Harry Winston' engagement ring. For the classification of the structure of the idiom text in the sentence fragment above, it is a type of bikatsugata text (tail conclusion). This type of text is located in the final paragraph of the discourse, and as the final statement of the discussion of the discourse.

#### 4. f 勧誘 'kanyuu' (invitation)

##### Data Number 1



Figure 4. Types of Kanyuu Hyogen Data in Persuasive Discourse on Popeyemagazine.jp Magazine.

##### Analysis:

The discourse entitled “Vibram ソールのことちゃんと知ってる?” (Do you know the sole of Vibram), with the subtitle 靴の裏にキラリと光る<ヴィブラム>の黄色いロゴ。その歴史を紐解いてみよう。(Yellow Vibram logo which shines on the back of the shoe. Let's reveal the history), explaining that the talk is about a sole shoe shop named 'Vibram' which was founded in 1900 by an Italian man named Vitale Bramani. Vitale opened its first store in 1928 and has survived to this day. This shoe shop provides repair services to sell shoes made of leather and non-leather. This Vibram shoe store also has a glowing yellow logo located under the shoe tread.

Hyogen (1): その歴史を紐解いてみよう。

Sono rekishi o himotoi te miyou

Let's unreveal history.

The expression sentence (1) above is formed from a sentence pattern (Noun + を + Verb ~て + みる ) which means 'trying', it can be used to try to do something with a certain purpose and purpose. In addition, this sentence pattern has changed the form of the group two 'miru' dictionary into an invitation form with the pattern which means "come on" or "let's go". In sentence (1) above, it means to try to invite someone to do something with a specific purpose. The ~te miyou form in the sentence above is a form of expression that expresses an invitation (kanyuu). This pattern is used to invite someone to do something. The speaker uses this expression to invite the readers to know the history of the shoe shop 'Vibram' in the discourse. For the classification of the structure of the text, the expression above is included in the text structure of the toukatsugata type (initial conclusion). This type of text is located at the beginning of a discourse, precisely in the subtitle of the discourse. This type of toukatsugata has stated that the content of the discourse is the history of a shoe store from year to year.

##### Data Number 5

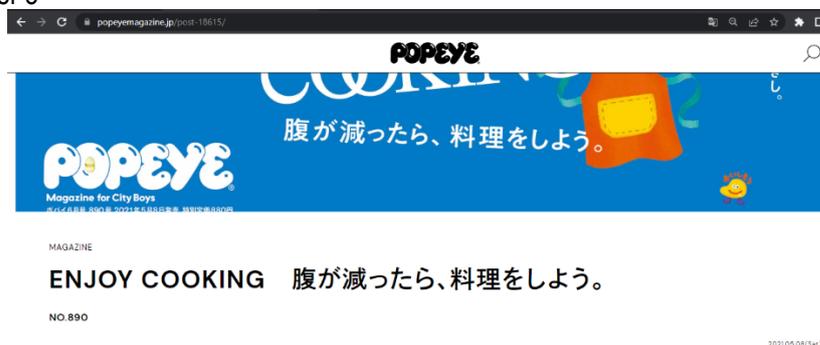


Figure 5. Types of Kanyuu Hyogen Data in Persuasive Discourse on Popeyemagazine.jp Magazine.

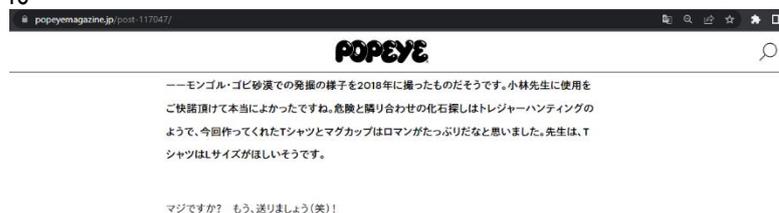
##### Analysis :

The discourse with the title “ENJOY COOKING ” (Enjoy Cooking If you are hungry, let's cook) which explains that there are around 100 simple dishes for city kids that are easy to make. For those who like to eat, but do not have cooking skills, can order through a delivery restaurant. Dishes available include toast, pepperoncino, french fries, popcorn, and instant noodles.

Hyougen (5): 腹が減ったら、料理をしよう。  
*Haragahetta-ra,ryouri o shiyou.*  
 If you're hungry, let's cook.

The expression sentence (5) above is formed from a sentence pattern (Verb + を + する ) which means 'to do' something. In addition, this sentence pattern changes the form of the group of three 'suru' into a form of invitation with the pattern which means "come on" or "let's go". In sentence (5) above, it intends to try to invite someone to do something with a specific purpose. The ~ shiou form in the above fragment is a form of expression that expresses an invitation (kanyuu). This pattern is used to invite someone to do something. Nitta also added that the form of ~shiou has the meaning of a collective invitation, which is an invitation to do something together. For the classification of the structure of the text, the expression above belongs to the type of text toukatsugata (initial conclusion). This type of text is located in the title of the discourse which shows the theme of the discourse regarding food when hungry.

Data Number 40



**Figure 6.** Kanyuu Hyougen Type Data in Persuasive Discourse on Popeyemagazine.jp Magazine.

Analysis :

The discourse entitled "POPEYE ONLINE STORE 2 弾 Vol.5" (POPEYE ONLINE STORE 2 Interview Vol.5) which contains the opening of Hiroki Yokoze's online shop 'Sunday Best'. A clothing store with a dinosaur theme, perfect for children. The discourse contains a dialogue between Mr. Yokoze and a magazine editor. The interview discussed the chosen theme, the launch of an online store, and much more.

Hyougen (40): マジですか？ もう、送らしましょう（笑）！  
*Majidesuka? Mō, oku rimashou (warai) !*  
 Is it right? Let's send!

The expression sentence (40) above is formed from the sentence pattern (Verb + ましょう ) which means "let's go". Previously, this sentence pattern had undergone a change in the form of 'masu' into the form of an invitation to ~mashou. This form of sentence is a formal form and can be done by anyone with a note not to interfere with each other. The ~mashou form in the sentence above is a form of expression that expresses an invitation (kanyuu). This pattern is used to invite someone to do something. Mr. Yokoze said the expression dialogue contained in the discourse was said by Mr. Yokoze about the clothes requested by a professor. Yokoze intends to invite himself to send the 'Sunday Best' collection to the professor. For the classification of the structure of the idiom text in the sentence fragment above, it is a type of chuukukugata text (middle conclusion). This type of text is in the middle of the discourse, and is still continued with the next paragraph. This discourse is in the form of an interview presented in the form of a dialogue, therefore it still has a follow-up conversation.

## Conclusion

The types of Hyougen found in persuasive discourse in popeyemagazine.jp include meirei, kinshi, irai, and kanyuu. Second, the text structure found in persuasive discourse includes the types of toukatsugata, chuukukugata, bikatsugata, and ryokukugata. The research that has been found can be used as a learning reference for beginners learning Japanese, as well as a reference for bunpou learning teaching materials or syntactic studies in universities. Based on the results of the 41 research data, there are 1 sentence forms of the

meirei hyougen type, 3 sentence forms of the kinshi hyougen type, 1 sentence form of the irai hyougen type, and 37 sentence forms of the kanyuu hyougen type.

Then, from the 41 research data, there are 12 types of toukatsugata text structures, 18 types of chuukukugata, 10 types of bikatsugata, and 1 type of ryokukugata. With this it can be concluded that the type of hyougen that is often used in persuasive discourse is the type of kanyuu hyougen. While the structure of the text that is often used in persuasive discourse is the type of chuukukugata (type of middle conclusion). In this study, it is hoped that it will be useful for teachers and Japanese language learners in classroom learning.

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