

## Volume 11 No. 2, Nov 2024



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**Japanology publishes:** full reports of research projects including background, theoretical frameworks, methodology and data, results and discussion.

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## Foreword

With gratitude to God, we present Volume 11 Number 2, the November 2024 issue. This issue features a collection of in-depth articles that explore various aspects of Japanese culture, language, and society in the context of modern Japan.

The phenomenon of *hikonka* or marriage aversion, a social challenge in Japan, is discussed in depth in the article “Factors Causing *Hikonka* in the Drama *Kekkon Aite wa Chusen de*: Charles Sanders Peirce Semiotic Analysis.” This analysis explores cultural and social factors through representations in popular dramas, amidst the declining birthrate and increase in individuals choosing to live alone in Japan.

Amidst the tensions of modern life, humor is an important medium to maintain mental balance. The article “Humor Strategy in Japanese *Manzai* & Indonesian Double Act: A Humor Discourse Study” compares humor strategies in Japanese and Indonesian culture. The discussion provides a new perspective on how *manzai* is not only entertainment, but also a cross-cultural communication tool.

Japanese work culture, with its strong hierarchy and great attention to politeness, is reviewed in the article “Politeness Strategies for Criticizing in the Japanese Workplace: A Pragmatic Study.” The article provides pragmatic insights for those interacting in Japanese work environments, particularly in an era where international collaboration and remote working are increasingly dominant.

The popularity of idol groups such as AKB48 is also highlighted in the article “Consumptive Behavior of AKB48’s Fans: Case Study of Japanese Language and Literature Students at Airlangga University.” This article not only discusses the consumptive behavior of fans in Indonesia, but also illustrates how Japanese pop culture spreads globally through digital technology, creating a strong influence beyond geographical boundaries.

Language also plays an important role in preserving cultural identity. The article “Standard Japanese Equivalents of Hakata Dialects in Movie *Hanachan no Misoshiru*” highlights efforts to preserve local dialects amid urbanization. Dialects like Hakata are an important symbol of Japan’s linguistic diversity, which needs to be preserved in the modern era.

Japan’s economic situation is also reflected in the article “The Use of Cost-Affirmative Suffixes ~賃, ~金, and ~費 in Mainichi Shinbun and Minami Nihon Shinbun.” This article examines the use of cost-related suffixes in mass media, showing how language reflects the economic dynamics and financial management challenges of Japanese society today.

We hope this issue will be a valuable source of inspiration and reference for readers to understand Japan from various perspectives. Happy reading!

Surabaya, November 2024

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