

ABSTRACT

Japanese honorific (known as *keigo*) is a respectful language that must pay attention to the factor of setting such as, genetic relationship and location. Factor of genetic relationship is about the relationship between speaker, opponent, and subject of topic. Factor of location is about situation and atmosphere. Generally, *keigo* is used towards older opponent, stranger, or opponent with higher position. But in *manga* (Japanese comic) called Fruits Basket had been found kind of *keigo* which are used towards same age friend and younger opponent. With this phenomenon, writer interested to write a research about the utility function of *keigo* that used towards same age friend and younger opponent in the Fruits Basket comic volume 4, 5, 6, and 13, with statement of problems as follow: **(1) what are the utility functions of *keigo* which used by Toru Honda towards addressee level -1 in Fruits Basket comic volume 3, 4, 5, and 13?, and (2) what the most kind of *keigo* which used by Toru Honda towards addressee level -1 in Fruits Basket comic volume 4, 5, 6, and 13?**

Method that will be used in this research is qualitative descriptive method. Firstly, data which was found by reads Japanese and Indonesian version of the comic will be selected into *keigo* that is used towards same age friend and younger opponent. Those selected data will be classified based on kind of *keigo* and then analyzes the utility function of *keigo*. The theory of *keigo*'s utility function from Leo Loveday will be used to analyze problems in this research.

This research's results are: (1) the utility function of *keigo* used in Fruits Basket comic volume 4, 5, 6, and 13 are: to highlight sexual differences, mark the addressee as either belonging in/ outside one's group, to seek favour/ patronage, present specific messages such as expressing gratitude, to protect individual space and privacy, and to indicate the "cultural refinement" of the speaker. (2) Kind of *keigo* mostly found in this comic are *sonkeigo* and *bikago*. Both of those kind have same amount of data, that is 21 number of utterance. Meanwhile, the least kind of *keigo* in this comic is *kenjougo II* with the amount of data, 2 utterance.

Keyword: Japanese honorific, *keigo* towards same age friend and younger opponent, utility function of *keigo*, Fruits Basket comic volume 4, 5, 6, and 13