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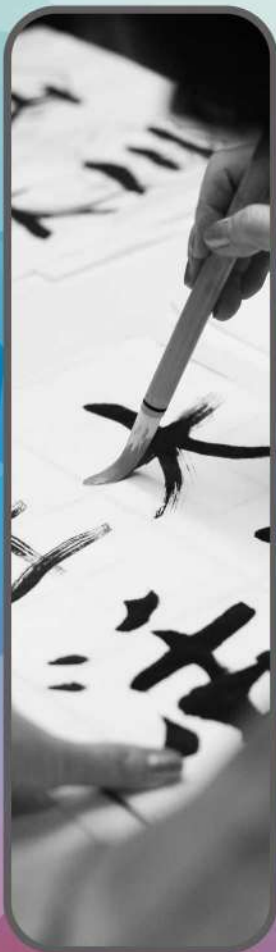|		
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Wasei-Eigo Analysis on Instagram Social-Media: a Review of Sociolinguistics Study

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ABSTRACT

Wasei-eigo is a word or combination of words originating from English and then being adopted into a Japanese vocabulary with a different meaning from the original speaker in other words wasei-eigo is English made by the Japanese. This study aims to describe the process of wasei-eigo formation and classify the types of wasei-eigo found on Instagram social media. The main theory is based on the theories of Shibasaki, Tamoka, and Takatori. The method used in this research is the descriptive qualitative method. The data source comes from the captions of Japanese Instagram social media users uploaded from 2021 to early 2022. The results show that from the 45 wasei-eigo data studied, there are four processes of wasei-eigo formation: affixation, merging, cutting, and borrowing. In the classification, there are 15 data included in Imizurekata, 11 data included in Tanshukukata, 2 data included in Junwaseikata, and 12 data included in Eigohyougenfuzaikata. This is related to the many uses of English adopted in the life of Japanese society. Wasei-eigo can be found in various aspects of life such as social, cultural, economic, or technological with the initial purpose of being a commercial form of a product and meeting the needs of the lexical gaps in the Japanese language.

Keywords: Wasei-eigo; Sociolinguistics; Instagram

INTRODUCTION

The language spoken in Japan, also called Yamato, is used by more than 127 million people, making it the 10th most spoken language in the world. Japanese is an "agglutinative, polysyllabic language." A language is included in the agglutinative if its grammar is characterized by a collection of basic elements called morphemes. The field of sociolinguistics is a field of study exploring how language and society influence each other. The sociolinguistic situation in Japanese is truly unique. Japanese is a language that has a long history of borrowing and continues to borrow from other languages at an accelerating rate, Olah (2007). After World War II, Japan aspired to create a nation similar in economic and technological development to the United States. Therefore, through their desire to emulate the American way of life, the Japanese began subconsciously to use more and more English words in everyday language. MacGregor (2003 in Olah, 2007)

measures the extent of the increase in loanwords, "The loanword dictionary entries are constantly growing: the most recent katakana dictionary published by Sanseido (2000) contains 52,500 foreign word entries. Compare this figure with the total of 20.000 in the first edition, which was published in 1972". Loanwords are single or multiple words used in Japanese that are taken directly from, or consist of word components from other languages. Loanwords from foreign languages that enter Japan and have become the official Japanese vocabulary are called *gairaigo*.

Kindaichi, Hayashi & Shibata (1988 in Tomoda, 2002) explain that in general, the term *gairaigo* means 'loanwords', and refers to words borrowed from other languages which have come to be treated in the same manner as other words of the language. Further Yaniar and Masrokhah (2021) said *Gairaigo* is a Japanese loanword derived from a foreign word (*Gaikokugo*) which is recognized as a national word (*Kokugo)*. In *gairaigo*, Japanese people mostly adopted words from English. However, what is unique about these loanwords is that in practice many of them have different structures and meanings that are not used even by native English speakers, Edriani (2019). This loanword is known by the term *wasei-eigo.*

Wasei-eigo is an English loanword adopted by the Japanese which goes through changes in terms of structure, usage, and meaning so that it is different from the native speaker. Shibasaki, Tamoka, and Takatori (2007) said, *"Wasei-eigo to wa eigo o moto ni tsukurareta katakana go no isshudeari, nihongo no goidearu"* which means that *Wasei-eigo* is an English vocabulary written in *katakana* and is a Japanese vocabulary. Furthermore, Norman (2012) stated that *wasei-eigo,* literally means "English made in Japan or also known as *Japlish* in short, it is a construction of the English language that is not spoken by native speakers but is used by Japanese speakers. Wahyuni & Nahisin (2014) said *wasei-eigo* was born since his entry foreign influence in Japan as *gairaigo* grew. However, *wasei-eigo* became popular and developed among the Japanese language community after being introduced and frequently used by Japanese advertising media to attract the attention of consumers. This vocabulary is also used for the economic or industrial purposes (Farabiansyah & Sopaheluwakan, 2020). This statement agrees with Daulton's (2004 in Olah, 2007) statement, "The most common source of sociocultural contact with English in Japan is the mass media, for example, fashion magazines and commercial advertisements of modern technology." A study conducted by Takashi in 1990, which examined 513 TV commercials and 406 print advertisements, found that of the 21,149 words in the advertisements, 5,555 (23%) were English loanwords.

However, even though the *wasei-eigo* vocabulary comes from English words, *wasei-eigo* is difficult for native English speakers to understand, let alone learners of Japanese as a foreign language, this is because the word order and meaning of *wasei-eigo* is different from that used by

native English speakers, therefore without looking at the Japanese language dictionary it will be difficult to understand its meaning (Putri, 2018). Furthermore, Kay (1995 in Hatanaka & Pannell, 2016) explained the word *sutoobu* (heater) has a more restricted meaning than the English origin word "stove." And the word *baikingu* (all-you-can-eat buffet) diverges dramatically from the meaning of its origin word "viking." Other types of *wasei-eigo* that are more commonly described by Norman (2012) are those that combine more than one word into a single word in Japanese, such as "*pasokon*," the abbreviated form for personal computer, and those which abbreviate a single word, such as "*risutora*" standing for the English restructuring or corporate downsizing.

All these examples of the various types of wasei-eigo words and expressions make it clear how awareness of *wasei-eigo* affects Japanese learners (Norman, 2012). And considering the potential downside of misinterpretation, it's worth exploring Japan's native familiarity with *wasei-eigo* to gain an understanding of the relative potential of loanwords (*gairaigo*), with "English made in Japan" (*wasei-eigo*) (Goddard, 2019).

According to Shibasaki, Tamaoka, and Takatori (2007) *wasei-eigo* can be classified into four groups: 1) *Imizurekata*, which are words found in English, but in use, they have a different meaning from the meaning in English. 2) *Tanshukukata*, which is *wasei-eigo* formed due to the shortening of English words. 3) *Junwaseikata*, which is vocabulary such as words from English, but the use of the word is not found in the English language. 4) *Eigohyougen fuzaikata*, which is a combination of several morpheme words to create a new meaning.

Furthermore, Tsujimura (2013) suggests five ways of forming Japanese words: affixation, compounding, reduplication, clipping, and borrowing. Affixation, is the most common word formation process, which includes prefixation and suffixation. It is a process that gives a morpheme prefix or suffix to the base form. Compounding, combining in Japanese can be formed in various ways. For example, compound words can only be original, Sino-Japanese words or combinations of words with different origins. Compounding is also known as a compound, which is the process of combining two or more words. Reduplication, which is a repetition. Clipping is the process of omitting/shortening words from the original word. Borrowing, all loanwords including the Sino-Japanese combination in this group, when words are borrowed from other languages, some phonological changes are observed so that the pronunciation of loanwords is consistent with Japanese phonology.

The previous research that analyzed *wasei-eigo* that is relevant to this research include Anggi P. Hermawan, Iryananda, and Visiaty with the title "Analysis of *Wasei-Eigo* Types on Twitter Social Media." This study discusses the term *wasei eigo* which is found on social media Twitter.

This study aims to provide an overview of trends in the formation and use of *wasei-eigo* patterns on social media Twitter. Using descriptive qualitative research methods with data analysis methods with content analysis. this study classifies *wasei-eigo* into 14 types based on Tanabe's theory (1989). The result of this study is that the type of *wasei-eigo* found in the special word Twitter does not cover all classifications according to Tanabe's theory. The types of *wasei-eigo* found on Twitter are in the form of words, compound words, the same word meaning, different word meanings, abbreviations, English and Japanese combined forms, as-is forms, and prefix forms, such as *tsuitta* (twitter), *ritsuīto* (tweet), *forō* (follow), *dairekutomessēji* (direct messege), *ripu* (reply), *torendo* (trend), TL (timeline), and QT (quote).

Next, Arthur D. Meerman and Katsuo Tamaoka with the title "Japanese University EFL Student Understanding of Commonly-used Japanized-English (*Wasei-eigo*) Expression." The present study examined the extent to which Japanese English as a Foreign Language (EFL) students studying at the university level understand that commonly used *wasei-eigo* expressions are not correct forms of expression in English-speaking nations. The research was conducted on 92 respondents. To analyze the data, researchers used the theory of Shibasaki, Tamaoka, and Takatori. The research was carried out by distributing questionnaires containing 35 words and the respondents identified whether these words were included in the *wasei-eigo* or not. Participants in the present study showed high correct response ratios for most of the items. 62.86 percent of *wasei-eigo* expressions showed over an 80 percent correct ratio. However, so long as new *wasei-eigo* expressions continue to enter the Japanese lexicon at a rapid rate, existing lists will need continuous updating. The difference between *wasei-eigo* and the equivalent expression in natural English will require continuous attention in EFL classrooms at all levels of English education in Japan.

This research will explain the process of forming *wasei-eigo* and the classification contained in each post caption of Japanese Instagram users. The data will be processed based on the Japanese word formation theory by Tsujimura and the *wasei-eigo* classification theory by Shibasaki, Tamaoka, and Takatori. With this research, we will see the extent to which *wasei-eigo* is used in the daily lives of Japanese people.

MATERIALS AND METHOD

This research is a type of qualitative research using descriptive methods. According to Moleong (2017) that by using a descriptive methods, the collected data can be in the form of words, images, and not numbers. Because in this research the writer will describe the findings of data in the form of words. The data collection technique used in this study is the documentation

technique. Lincoln & Guba in Moleong (2017) defines a document as any written material or photos, films, other than records, which were not prepared due to an investigator's request.

This research uses a data analysis techniques based on the theory of Miles and Huberman (1994). They said that the activity in qualitative data analysis was carried out interactively and continued continuously until complete, activities in data analysis are data reduction, data display, and conclusion drawing/verification. The data was obtained from all contents of post captions by Japanese Instagram users which were uploaded from 2021 to early 2022. There were 35 accounts of Instagram users selected in this study. Previously, researchers found 76 data that included *gairaigo* (loanwords/foreign words) which were then processed and produced 45 data that included *wasei-eigo*.

RESULTS & DISCUSSION

In the discussion of this research, researchers will analyze and describe the wasei-eigo that has been found in the captions of Japanese Instagram social media user's posts. There were 45 wasei-eigo data found and the researchers then analyzed the process of formation based on Tsujimura' theory and the data classification process with the theory of Shibasaki et al.

1. ***Wasei-eigo* that Changes in Meaning: Imizurekata**

Imuzurekata is some words that exist in the English language but are used in a different sense from their English meaning. Of the 45 wasei-eigo data found in the captions of Japanese Instagram users for the period 2021 to 2022, 17 data were found to fall into this group, included: *endingu, teema, arerujii, hottokeeki, pan, poteto, suittsu, renji, tenshon, rentogen, arubaito, kureemu, saakuru, koora, kanningu, naiibu, kuriiningu*.

Data (16):

Hibiya-eki kara toho 2-bu no tokoro ni aru Hayashiya shinpei Mamoru-san wa, jōshitsuna chaka tsukatta ocha <u>suītsu</u> ga ninki no kafe!

Hayashiya Shinbei, a 2-minute walk from Hibiya Station, is a popular cafe with tea and desserts made from high-quality tea and sweets!

(@yuuuuto38, Feb 17 2022)

In the snippet of caption above, the *wasei-eigo* is the word *suītsu*. The formation process of the word *suītsu* is the process of borrowing. As described by Tsujimura, there are foreign words borrowed from Japanese and undergo some category adjustments to fit the existing patterns in the writing of Japanese words. The word *suītsu* is absorbed from the word "*sweet*" which is formed due to word change by adding the vowel "u" to the consonant "s" to become su, the deletion of the

consonant "w" that is replaced by the vowel i and a dash to indicate long sounds and the change of the consonant "t" to tsu at the end of the word by adjusting the sound and writing in Japanese.

The word *suītsu* belongs to the *wasei-eigo* type of *imizurekata* because it changes in meaning from the original language as stated by Shibasaki et al. The word *suītsu* is used to identify desserts or types of sweet cakes words (*dessert*) besides using the word *ke-ki*. This word can also commonly be found in daily conversations when enjoying tea or coffee along with desserts in a cafe.

2. Wasei-eigo Formed through Clipping: Tanshukukata

Tanshukukata is words that are formed by changing or shortening words from English. Of the 45 *wasei-eigo* data found in the captions of Japanese Instagram users for the period 2021 to 2022, 11 data were found to fall into this group, including: *anime*, *eakon*, *sutenresu*, *sumaho*, *entame*, *furonto*, *konbini, suupaa*, *apuri*, *konsento*, *mishin*.

Data (7):

Sozai wa 316 L sutenresu de kinzoku arerugī taiō no tame hada no yowai kata mo anshin shite chakuyō itadakemasu.

The material is 316L stainless steel, which is compatible with metal allergies, so even people with sensitive skin can wear it with confidence.

(@__crea__, Des 20 2021)

In the caption above the *wasei-eigo* is the word *sutenresu*. The word is formed through the process of clipping from the word *sutenresu sutiiru*. As described by Tsujimura, that is, when foreign words experience omission or shortening of the original word. The word *sutenresu* comes from the word "*stainless steel*" which changed by changing the consonant "l" to "r" and adding the vowel "u" to the consonant "s" by adjusting the writing of Japanese words and cutting off one lexeme behind.

Type of *wasei-eigo* on the word *sutenresu* is *tanshukukata*, which is clipping of words in the English language. In its usage, the word *sutenresu* is used to describe products such as accessories, tableware, or other furniture that are made of steel.

3. Wasei-eigo Not Found in English: Junwaseikata

Junwaseikata is vocabulary such as words from English, but the word's use is not found in the English language. Of the 45 *wasei-eigo* data found in the captions of Japanese Instagram users for the period 2021 to 2022, 2 data were found to fall into this group, including: *naitaa,* and *hocchikisu*.

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Data (42):

[Purezento naiyō] A-shō: Shirikonkabāhotchikisu same furatto 10 meisama. B-shō: Shirikon hari kēsu same 10 meisama

[gift content] Prize A: flat shark stapler silicon cover 10 people. Prize B: silicone shark needle box for 10 people.

(@max_bungu, Feb 1 2022)

In the snippet of caption above, the *wasei-eigo* is the word *hotchikisu*. This word is formed through the process of borrowing. As Tsujimura said, it is the process of forming words by borrowing words from foreign languages which are then adapted to Japanese writing. The word originated from E.H. Hotchkiss Company; a company famous for producing those tools. Changes in the word *hotchikisu* are by adding the vowel "i" to the syllable "ch" so that it becomes chi (チ) and adding the vowel "u" to the consonant "s" so that it becomes su (ス).

Because the use of the word *hotchkiss* is not found in English, this word belongs to the *wasei-eigo* type of *junwaseikata*. As described by Shibasaki et al *junwaseikata* is a word that sounds like English, but it never existed in English. The word hotchikisu is usually intended to identify a clamp tool or, in English, a "stapler." This word is commonly used in daily conversations related to stationery equipment.

4. Wasei-eigo Formed by Merging Morphemes: Eigohyougen fuzaikata

Eigohyougen fuzaikata is a combination of several morpheme words to create a new meaning. Of the 45 *wasei-eigo* data found in the captions of Japanese Instagram users for the period 2021 to 2022, 15 data were found to fall into this group, including: *enjinsutoppu*, *tacchipaneru*, *jetto-koosutaa*, *shuu-kuriimu*, *shooto-keeki*, *wanpiisu*, *teikuauto*, *foroo*, *nooto-pasokon*, *bebii-kaa*, *biniiru-fukuro*, *shaapu-penshiru*, *non-arukooru*, *buraindo-tacchi*, *mooningu-kooru*.

Data (9):

Tatchipaneru dounyuu sasete itadakimashita.

Introducing the touchscreen display!

(@amachan_chi, Mar 1 2021)

In the snippet of caption above, the *wasei-eigo* is the word *tatchipaneru*. The word formation process on that word is by combining words (compounding) as described by Tsujimura that word formation by compounding can be produced by combining the original word with other combinations or from foreign words with foreign words. The word *tatchipaneru* is a combination of the word Touch and Panel. The word *tacchi* is formed from the changes of the word "to" into

"ta" at the beginning of the word, the addition of the consonant tsu between mora ta and ch according to Japanese rules to identify double consonants, moreover the addition of the vowel "i" at the end of mora "ch" so that it becomes chi. Then the changes of the consonant "l" and the addition of the vowel "u" become ru to produce *tacchipaneru*.

The word *tacchipaneru* comes from the word *touch panel* which means touch screen. The appropriate *wasei-eigo* for the word *tacchipaneru* is *eigohyougenfuzeikata* by following per under the statement by Shibasaki et al that the words consist of several English morphemes that form a new meaning. In its use, it has a significant difference from English speakers, because native English speakers use the word touch screen to represent words for a touchable panel. The word is often found in descriptions of electronic products such as mobile phones or laptops and in shops in Japan that already have the facility of ordering food through a machine with a touch screen display provided by the store.

CONCLUSION

Based on the analysis and discussion that has been carried out regarding the process of forming, classifying, and using *wasei-eigo* found in Instagram post captions, the researchers can conclude the results of the analysis as follows: From Tsujimura's theory, in this study, there are 4 ways to form words in *wasei-eigo* in the form of affixation, compounding, pruning, and borrowing, out of 45 data, most of them were formed by borrowing as many as 19 data. The *wasei-eigo* classification contained in the caption of Japanese Instagram users includes 4 types of classification based on the theory of Shibasaki, Tamaoka, and Takatori. Of the 45 data, most belong to the Imizurekata type (words that have different meanings in English) as many as 17. *Tanshukukata* (words formed from a shortening of English words) has 11 data, *Junwaseikata* (words like English but are not found in English) has 2 data and *Eigohyougenfuzaikata* (words formed from joining two English morphemes) has 15 data.

From all the data included in *Imizurekata*, it is because Japan has adopted a lot of English, which was originally introduced to fill the semantic gaps or lexical gaps that exist in Japanese, by adjusting the way of reading Japanese, which always has a vowel in each letter. So that initially, the word has a dead ending, it gets a vowel ending, like the word 'trend' which changes to "*torendo*".

The use of *wasei-eigo* in Japanese is inherent in people's lives. Currently, the use of *wasei-eigo* can be found in various aspects of life such as social, economic, cultural, and so on. One of the goals is to commercialize a product from a brand like 'Asus', in promotions carried out by one

of these well-known companies, they use at least one to three loanwords in one sentence to introduce their newest product.

With this research, it is hoped that it can introduce further the term *wasei-eigo* to Japanese language students. So, in learning Japanese you do not only understand how to read or what it means, but you can also find out whether it includes slang, proverbs, loanwords, or *wasei-eigo*.

ACKNOWLEDGEMENT

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