

Analysis of the Formation of Gairaigo in Japanese Commercial Advertisements for the 2016 - 2020 Advertising Period (Reviewed from Morphological Studies)

Eztha Syafira Yaniar^{1, a)} and Yuni Masrokhah^{1, b)}

¹ Japanese Language and Education, Muhammadiyah Prof.DR.HAMKA University, Pasar Rebo, Indonesia.

a)Corresponding author: eztha.syafira@gmail.com

b)yuni_masrokhah@uhamka.ac.id

Abstract. Foreign words or in Japanese called *Gairaigo* (外来語) is words that taken from foreign languages, and adapted to Japanese word formation. The purpose of this research is to get to know about the formation of *Gairaigo* in Japanese commercial advertisements that appeared in the period 2016 to 2020, the types of *Gairaigo* that used in that advertisements, and what kind of *gairaigo* appears the most in advertisements in that period. This Research uses a descriptive method with a qualitative approach. The technique used in this data collection is the literature study technique with the lesap technique and the expansion technique as data analysis. The object of this research is the Japanese commercial advertisements that appeared in the period 2016 to 2020. This research is using Tsujimura, Setiawan and Engman's theory and the other journal resources. The results of the research of 50 advertisements studied contained four processes of *gairaigo* formation: Borrowing, Clipping, Compounding, and Affixation, types of *gairaigo*: Representational, Replacement, Truncated, Altered, and Pseudo Terms. Then, from 50 sources, the type of *gairaigo* that most often appears is the Representational type with a total of 25 words or as much as 50% of the total data analyzed.

Keywords: *Gairaigo*, Japanese Loanwords, Morphology.

1. INTRODUCTION

Linguistics is the scientific study of language. In linguistic, it involves the analysis of language, the meaning, and the context of the language. In Japanese, according to Sutedi [1], linguistics are divided into several branches, such as phonetics (onseigaku), phonology (on-in-ron), morphology (keitairon), syntax (tougoron / syntakusu), semantic (imiron), pragmatics (goyouron), socio linguistic (shakai gengogaku) and other branches. This research is focused on the morphological studies. The main topic of this research is about the formation of *gairaigo*. *Gairaigo* is the Japanese words that taken from foreign words and adapted to the Japanese word formation. *Gairaigo* is one the main Japanese lexicon. *Gairaigo* usually written in Katakana, but sometimes it combined with Hiragana because some of the word are formed from the Japanese-foreign

words. At first, *gairaigo* was not often used in Japanese daily life, but now it's almost in every conversation or advertising contain minimal one *gairaigo* in their sentences. Advertising has an important role in introducing a product. In advertising, there are usually several things that are persuasive to get people to buy the product, at first, the Japanese commercial advertising do not using *gairaigo* very often, but now they use the *gairaigo* in their commercial to make the product look more catchy, modern, and look not outdated.

2. MORPHOLOGY

According to Koizumi in Santoso's paper [2], Morphology is the study of how words are formed. The object studied is about the word (go (語) / tango (単語)) and the morpheme or Keitaiso (形態素). There are several terms which is related to the

morphology of the Japanese language, namely includes words (単語), morferm (形態素), free morphemes (自由形態素), bound morpheme (拘束形態素), allomorph (異形態) (allomorph), word formation (語形成), affix (接辞) and others.

2.1. Morpheme

According to Koizumi in Santoso’s paper [2], There are several types of Morpheme such as Basic Morpheme, Bound Morpheme, Changed Morpheme, and Free Morpheme. The Basic Morpheme (形態素 'keitaiso'), Basic Morpheme is the part of the word which is the root word of the combination of two or more morphemes in the morphological process , Bound morpheme (結合形態 “ketsugokeitai”) Bound morpheme is a morpheme that is added to change the meaning or meaning of the root word. This morpheme has no meaning by itself, Changed morpheme (異形態“ikeitai”) Changed morpheme is a morpheme whose sound changes when combined with other morphemes in word formation, both the basic morpheme and the bound morpheme change their sound when they are tied to one another, and Free morpheme (自由形態 "jiyuu keitai") Free morphemes are morphemes that do not change sound even though there is a morphological process.

3. VOCABULARY

Vocabulary / Goi is often confused with the term tango, even though they both have different concepts and meanings, Hiromitsu in Sudjianto and Daihidi [3] said that the conception of goi which says that the kanji / i / 彙 in the word / goi / is atsumeru koto "collection" or "set". Therefore, goi can be defined as go no mure or go no atsumari "a collection of words". Based on some of these vocabulary explanations, it can be concluded that vocabulary is a combination of words related to a particular language or discussion.

3.1. Types of Vocabulary

Tomoda [4] said that In general, the Japanese lexicon is divided into three main categories: 1. wago, 2. Kango and 3. gairaigo. In addition, a fourth category, konshugo, is usually added to include words that combine features of the three main categories. The three types of vocabulary has it own definiton and the the rules for theiruse.

1. Wago is a native Japanese language that existed before kango and gaikokugo (foreign

language) entered Japan.

2. Kango means "kanji word", the meaning is words that originate and are absorbed from Chinese or words that are formed from kanji characters.
3. Gairaigo a type of Japanese vocabulary that comes from a foreign language that has been adjusted to the rules in Japanese
4. Konshugo (混種語) means "mixed words", which means a group of assembled words created from raw materials taken from the words of the previous three groups.

4. GAIRAIGO

Japanese loanwords or in Japanese called *gairaigo* is the words that came from the foreign word (外国語 / gaikokugo) and it became the national word (国語 / kokugo). Otake [5] the previous researcher, said that In 1889, in a Japanese dictionary, there were 85 Dutch origin gairaigo and 72 English origin gairaigo listed. By the middle of the Taisho Era (1911-1924), 51% of gairaigo listed in dictionaries were of English origin, and today, 80% to 90% of gairaigo are of English origin. And for the 2016 – 2020 Japanese Commercial Advertaising, they often use the loanwords, almost in every advertaisment poster used the *gairaigo*.

4.1. Gairaigo in Japanese Commercial Advertisement



FIGURE 1

This is one of the example of the Japanese Commercial Advertisement that using *gairaigo* in their sentences, in this poster, we can see that almost 70% - 80% of the sentences is written with Katakana, and the other words is written in Kanji or Hiragana. The sentences in the poster is “サーティワン アイスクリーム、カップで新登場!” (Saatiwan Aisukuriimu, kappu de shin toojoo!). In that sentences, there are three *gairaigo*, “サーティワン” (Saatiwan), “アイスクリーム” (Aisukuriimu), and “カップ” (Kappu).

If we describe the loanwords, it's become like this:

	Japanese	Origin Word
• サーティワン	(Saatiwan)	“Thirty One”
• アイスクリーム	(Aisukuriimu)	“Ice Cream”
• カップ	(Kappu)	“Cup”

4.2. How to Write a Japanese Loanword (*Gairaigo*)

Writing Japanese *gairaigo* uses katakana letters with the other rules, Sudjianto and Daihidi [6] said the rules including consonants t and d plus the vowel o, for example hint becomes hinto, head becomes heddo, (2) consonants c, b, f, g, k, l, m, p, and s plus the vowel u such as mask becomes masuku, post becomes posuto, etc. (3) long sounds are written using a dash or long line (-), for example seetaa becomes セーター, car becomes カー, (4) double consonant sounds written using a small tsu like the consonant -ck on the dock becomes ドック. The written word of *gairaigo* is also impacted by the pronunciation, if the words pronounced long, so it will be written with the long line behind the word.

4.3. Words Formation in Japanese Loanword (*Gairaigo*)

There are several ways of words formation, such as affixation, compounding, reduplication, clipping, and borrowing.

- Affixation, Tsujimura [7] said that affixation is very common process of word formation is affixation, which subsumes prefixation and suffixation. These are processes that prefix or suffix a morpheme to a base form.
- Compounding, in Japanese can be formed in a number of ways. For example, compound word combinations can only be original words, Sino-Japanese, or a combination of words that have different origins. Compounding is also called compound, which is the process of joining two or more words.
- Reduplication is a word of repetition. Kridalaksana [8] generally classifies reduplication (repetition) into three major groups, namely: phonological reduplication, morphemic reduplication, and syntactic reduplication.
- Another type of word formation is clipping,

which is a process that shortens words from the original word to the clipped word.

- Borrowing, All the loanwords, including Sino-Japanese compounds, belong to this group. when words are borrowed from another language, some phonological changes are observed so that the pronunciation of borrowed words is consistent with the phonological system of Japanese.

In this research, especially in Japanese Commercial Advertisement, there is no *gairaigo* that formed by the reduplication process, the reduplication process is usually can be found in the Japanese Onomatopoeia, but in this research, there is no advertisement that contain the *gairaigo* that formed by the reduplication process.

4.4. Types of *Gairaigo*

According to Setiawan [9], he stated that generally *gairaigo* consists of 5 types; representational, replacement, truncated, altered, and pseudo terms. Representational type *gairaigo* is a term that represents an object from outside and whose meaning does not have a Japanese equivalent, such as: バナナ、メロン、だまボール, Then the type of *gairaigo* Replacement is a term that represents an object and its meaning that has a word equivalent in Japanese, such as the word プロガム which has the equivalent word 計画(けいかく). This type of loanword is used because it is more practical and more familiar.

Truncated type, it named to the type of loanword that is cut, is a short version of the original loan word or has a shortening, Engman [10] stated that truncated is not only common in *gairaigo*, but can also be found in Sino-Japanese words. Truncated turned out to cause difficulties for listeners who understood English because the words were not abbreviated in the normal truncated form in English. Altered is a term used for loanwords that changes meaning after entering Japanese. As Tsujimura said

that when a word is borrowed into another language, the pronunciation of the word is bound to change because the sounds that compose the word may not all be in the language that borrowed it. This phenomenon is called loanword adaptation. Example: ハイカラ from the word high collar (high collar) in Japanese means fashionable and the word ワイシャツ from the word white shirt (white shirt) in Japanese means clothing. Then the types of gairaigo Pseudo terms, this type are new words created from foreign language words and letters that have been there before. For example: the word オエル which comes from the English acronym OL (Office Lady) and the word オールドミス which is taken from the English words old and miss, while the word used in English is Old Maid.

5. DATA AND DATA SOURCES

The data in the research carried out by the author is qualitative, that is, data that is not in the form of numbers, but about the words / sentences used as the source. The data in this study are gairaigo contained in Japanese commercial advertisements in the 2016-2020 advertising period. In this study, the authors used two types of data sources, namely primary data and secondary data. The primary data used in this study is data in the form of absorption or gairaigo vocabulary contained in Japanese commercial advertisements for the 2016 - 2020 advertising period, both vocabulary that have been shortened, added suffix, or merged the word, and the secondary data Secondary data used in this study is written data, which can be used as a source or theoretical basis such as books, encyclopedias, scientific journals, newspapers, the internet, and the results of previous

research related to related topics.

6. RESEARCH RESULTS AND DISCUSSION

In this case, researchers will discuss or describe the research findings regarding loanwords in Japanese (gairaigo) that have been found in Japanese commercial advertisements for the 2016-2020 advertising period as material for this study. In this study, the researcher will only discuss his research by analyzing the data findings, then analyzing the data in accordance with the theory that has been described regarding theoretical studies. The analysis carried out is limited to loan words in Japanese (gairaigo) in Japanese commercial advertisements for the 2016 - 2020 advertising period. The data sources taken are all contents in the commercial advertisements that contain loan words (gairaigo). After finding the gairaigo data in the advertisement, the researchers grouped the findings based on the source, types, and period of the advertisement then described the formation process and observed how it was used in Japanese sentences.

6.1. Data Found

In this research, we found Japanese Loanwords (外来語) in Japanese commercial advertisements for the 2016 - 2020 advertising period. Sentences containing gairaigo totaled 65, but because there are several of the same gairaigo, the total gairaigo data to be analyzed is 50. Following are the results of the data findings based on the source and year of publication.

TABLE 1

Year	Advertisement that contain <i>gairaigo</i>
2016	5
2017	8
2018	11
2019	11
2020	15
TOTAL DATA	50

6.2. Discussion

In the discussion of this research, researchers will analyze and describe the findings of gairaigo vocabulary in Japanese commercial advertisements for the 2016 - 2020 advertising period. The

following is an analysis of the process of forming and grouping the word gairaigo found in Japanese commercial advertisements for the 2016 - 2020 advertising period. are some examples of analysis of the formation of gairaigo.



FIGURE 2

今年から始めませんか。スカパー! 今なら1883円 (Sky PerfecTV, 2019)

Kotoshi kara hajimemasen ka. Sukapā! Imanara 1883 -en

Shall we start this year? SKY PerfecTV! Now 1883 yen

This sentence is found in the Sky Perfect JSAT ad issued in 2019. This ad shows that at the moment This is the most fun activity to do at home by watching TV with family. In this ad, there is a word Japanese uptake (gairaigo) is the word テレビ (terebi) which comes from the word "Television". The loan word for this ad is "SKY PerfecTV". The word "SKY PerfecTV" was formed by the Clipping process of the word "Sky Perfect TV".

The formation of loan words in this advertisement is different because it undergoes a different formation process from other words. 97 The word テレビ (terebi) was formed through the process of beheading. As Tsujimura said, cutting or what is also called "word approaching" (abbreviation) is a process of forming words by shortening the original word to an abbreviation of several words. The word "Terebi" (テレビ) comes from the word "terebison" (テレビジョン) which is formed through consonant adjustment by changing the consonant "l" replaced by "r" and adding it with the vowel "e" to "re" (レ), then the consonant "V" becomes "b" so that from the word "vi" becomes "bi"

(ビ), then adjustments by replacing the "~tion" behind the word with "shon" (ジョン) according to

the writing rules of gairaigo.

After having undergone several consonant changes, the word "television" became "terebishon" (テレビジョン). However, loanwords (gairaigo) テレビジョン are rarely used by Japanese, usually Japanese people say the word "terebishon" (テレビジョン) with only the first three letters, namely テレビ. The short word is formed by contracting or breaking off the gairaigo from the original word, namely the single lexeme / root word of the first three letters (te-re bi / テ - レ - ビ) so that the word is not fully used 98 because it has already experienced an abbreviation or decapitation. from "terebishon" (テレビジョン) to "Terebi" (テレビ). The word gairaigo contained in the Sky Perfect JSAT ad is one of the truncated gairaigo groups. As Setiawan said, the gairaigo group is a type of loanword that is cut into a word that is shorter than the original word, usually the word is shortened by truncation of several words, and takes several consonants at the beginning of the word. The word "Terebi" (テレビ) is often found in brand commercial advertisements which are usually related to satellite tv, online streaming applications, and other web videoportals.



FIGURE 3

今だけ! キッズメニューでスヌーピーグッズ (KFC, 2019)

Ima dake! Kizzumenyū de sunūpīzzu

Hanya hari ini! Menu anak Snoopy!

This advertisement issued in 2019 by KFC displays promotions regarding collaborating children's menus with Snoopy. In the ad it says that the promo only lasts on the day that has been determined. The word contained in the KFC advert is **キッズメニュー**. The process of word formation is by compounding as revealed by Tsujimura that word formation by compounding can be produced by uniting from the original word, from other combined words, or from foreign words with foreign words. The original word for combining gairaigo is from the words Kids and Menu so that it becomes Kids Menu. The word Kizzu Menyuu (**キッズメニュー**) is also formed by combining two words, the two words are combined following the formation of the Japanese language. The consonants d and s change by adding the lowercase tsu (ツ) and zu (ズ), the word Menyuu is taken from the word menu, the consonant me is written as **メ**, and nu is not written as is, but experiences the addition of the lowercase yu (ユ) and long punctuation (ー) at the end of the word.

The word contained in the KFC advert is **キッズメニュー**. The process of word formation is by compounding as revealed by Tsujimura that word formation by compounding can be produced by uniting from the original word, from other combined words, or from foreign words with foreign words. The original word for combining gairaigo is from the words Kids and Menu so that it becomes Kids Menu. The word Kizzu Menyuu (**キッズメニュー**) is also formed by combining two words, the two words are combined following the formation of the Japanese language. The consonants d and s change by adding the lowercase tsu (ツ) and zu (ズ), the word Menyuu is taken from the word menu, the consonant me is written as **メ**, and nu is not written as is, but experiences the addition of the lowercase yu (ユ) and

long punctuation (ー) at the end of the word.

7. CONCLUSIONS

After doing an analysis on Japanese commercial advertising on electronic media with an advertising period of 2016 - 2020, regarding the formation, types of loanwords (gairaigo), and types of loanwords (gairaigo) which often appear in Japanese commercial advertisements in 2016 - 2020, researchers can conclude as follows.

- Based on the number of 50 Japanese commercial advertisements found, there are four types of gairaigo formation in Japanese commercial advertisements for the 2016 - 2020 advertising period, namely through the formation process by affixation, compounding, clipping, and borrowing. Of the 50 advertisements, most of them were formed through a borrowing process with a total of 37 words, then a 6-word compounding process, a clipping process, and an affixation process of 2 words.
- There are five types of gairaigo found in Japanese commercial advertisements for the 2016 - 2020 period, namely gairaigo representational, replacement, truncated, altered, and pseudo terms.
- In the analysis of 50 commercial advertising sources, the type of gairaigo that is most often used is the representational gairaigo type with a total of 135 words from 50 advertising sources studied, then there is a type of gairaigo replacement 18 words, the type of gairaigo truncated is four words Gairaigo altered two words, and the type of gairaigo pseudo terms is one word from 50 ad sources from 2016 - 2020.

REFERENCES

- [1] Sutedi, D. (2011). *Dasar-dasar Linguistik Bahasa Jepang*. Bandung: Humaniora.
- [2] Santoso, T. (2015). *Dasar-dasar Morfologi Bahasa Jepang (2nd ed.)*. Yogyakarta: Morfalingua.
- [3] Sudjianto dan Dahidi.A. 2014. *Pengantar Linguistik Bahasa Jepang*. Jakarta: Kesaint Blanc.
- [4] Tomoda, T. (2005). *The Loanword (Gairaigo) Influx Into the Japanese Language: Contemporary Perceptions and Responses*. 299. Retrieved from <http://unsworks.unsw.edu.au/fapi/datastream/unsworks:806/SOURCE01>
- [5] Otake, M.P. (2008). *Gairaigo-Remodelling Language to Fit Japanese*. Tokyo Seitoku University Faculty of Humanities Bulletin, No. 15. Yachiyo, Chiba, Japan: Tokyo Seitoku University
- [6] Tsujimura, Natsuko. 2014. *An Introduction to Japanese Linguistics*. Oxford: Blackwell Publishers Ltd.
- [7] Kridalaksana, H. 2010. *Pembentukan Kata dalam Bahasa Indonesia*. Jakarta: PT. Gramedia
- [8] Muzdalifah, Eti. 2011. *Skripsi: Analisis Gairaigo pada Situs <http://kids.yahoo.co.jp/>*. Bandung: Fakultas Sastra Universitas Pendidikan Indonesia
- [9] Engman, A. B. (2018). *Loanword Compound Truncation in Japanese A study on Japanese learners' understanding of loanword abbreviations*.