



The Use of Gijougo-Type Mimesis in Mangadouga Youtube Channel フェルミ漫画大学

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Abstract. Technological developments cause manga not only in print but also in digital form (デジタル漫画) and in the form of videos which are often called mangadouga (漫画動画). The development of manga can indirectly trigger manga to be more widely known and attract interest in learning Japanese. Manga as a cultural reflection found the use of mimetic words related to the daily life of Japanese people who communicate very expressively through body language. The word mimesis in Japanese has three types, one of which is gijougo which plays an important role in the communication process because it is a type of mimesis word to represent human emotions and feelings that cannot be directly understood. Understanding the use of the word gijougo type of mimesis is needed by Japanese language learners so that it is necessary to research how the form and meaning of the word gijougo type of mimesis are. In the mangadouga YouTube channel フェルミ漫画大学 which is included in the playlist 仕事・ビジネス as many as 2 mangadouga, five data are found in episode 1 and one data in episode 2. The use of the word gijougo mimesis found can be identified by looking at the character's condition such as facial expressions or behavior and the description of the background situation. The meaning of using the word mimesis of the same type of gijougo can be different according to the context and circumstances felt by the characters in the mangadouga.

Keywords: Mimesis · Gijougou · Popular culture · Video manga

1 Introduction

Popular Culture is often attributed to a specific region or location. Williams [15] says the meaning of popular culture as a form of the development process of science, belief, and art that occurs in people's lives. Japanese popular culture has always developed along with the development of knowledge, beliefs, and artistic values that developed in Japanese society.

Japanese popular culture is currently in demand by Japanese people as well as outside Japan. The factors that make Japanese popular culture so popular are explained by Craig [3] because it has creativity and high quality; has elements of life, dreams, and relevance; and have relationships between people, work, and spirituality. According to

Kato Hidetoshi [8], Japanese popular culture is also known as taishuu bunka (大衆文化) or mass culture because Japanese popular culture is also mass produced in Japan and outside Japan.

Sugimoto [13] explains that Japanese mass culture includes several things, namely entertainment culture and press culture that soothes public interest; fashion and trends; a growing entertainment culture around theatres, restaurants, amusement park facilities; based on high technology that serves as the main intermediary. *Manga* (漫画) is one of the popular Japanese culture that is in demand in Indonesia. The word *manga* comes from *man* (漫) which means full, irregular and *ga* (画) which means picture so it can be interpreted as full of irregular pictures. *Manga* is used to refer to comics created by Japanese people or marketed in Japan. MacWilliams [9] explains that *manga* is a small part of a representation of visual and verbal elements through narrative forms that are told verbally and visually.

Along with the development of technology, *manga* is not only in print but also in digital form (デジタル漫画) and in the form of videos which are often called *mangadouga* (漫画動画). *Mangadouga* differs from anime in that the characters or images of characters can move, while in video *manga* it is only in the form of reading narration and dialogue by voice actors and adding music as a background. Digital *manga* and *Mangadouga* are published through internet platforms so that the wider community, both in Japan and outside Japan, can easily read *manga*. In the *manga* industry, both print *manga* and digital *manga* have various types of story genres. Brenner [2] explained that any genre can appear in any form of *manga*. However, in digital *manga* published through internet platforms, readers can easily select and access the desired genre of stories. This is one factor in the popularity of a web *manga*.

The development of *manga* can indirectly trigger *manga* to be more widely known and attract interest in learning Japanese. *Manga* has distinctive characteristics that lie in the depiction of story characters, background depictions filled with pictures and writings to emphasize the situation of the story, as well as story panels that are sequential and dynamically shaped. The story in the *manga* also contains the cultural context of Japanese society which is reflected through the storyline.

Murakami [12] explained that *manga* is also called one of the good ways to study “Japanese conditions”. *Manga* as a cultural reflection found the use of mimetic words related to the daily life of Japanese people who communicate very expressively through body language. This is because the word mimesis is included in one of the *manga* story texts. Unser-Schutz [14] categorizes *manga* texts into 8 types, including dialogue text, thoughts, narration, mimesis, background text, dialogue or background thought, comments and titles. The use of mimesis in *manga* according to Izawa [6] is to express moments.

Mimesis is a term to refer to an adverb in the form of an imitation of an action or state. Mimesis (symbolic-sound) is one of the characteristics of the use of Japanese words that are often used, even in daily activities. In the Dictionary of Iconic Expressions in Japanese by Kakehi, Tamori, and Schourup [7] it is explained that the Japanese vocabulary includes a large number of words that can be broadly characterized as iconic or mimetic whose phonetic forms are perceived by speakers as imitations of sounds, actions, and natural states.

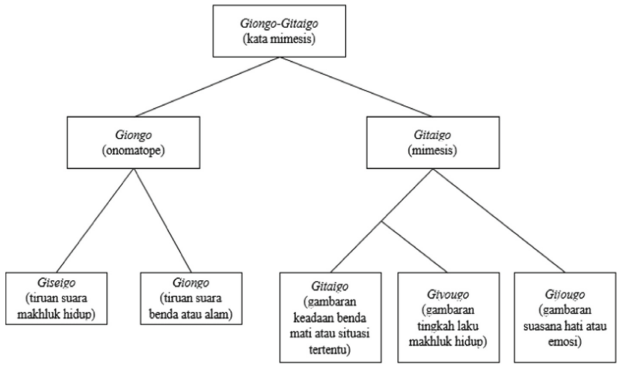


Chart 1. Mimesis or *giongo-gitaigo*. Distribution divisions (擬音語-擬態語).

Mimesis in Japanese is called *giongo-gitaigo* (擬音語-擬態語). The word mimesis in Japanese is broadly divided into two categories, namely onomatopoeia (擬音語) and mimesis (擬態語). Iwasaki, Sells, and Akita [5] define onomatopoeia as a form of mimetic word that imitates or refers to the sound produced or derived from the voice of humans, animals, or objects that produce sound while the word mimesis is words other than imitating sounds that contain sound symbolism (phonemes, syllables, intonation) to convey some meaning which is generally associated with auditory, visual, or tactile sense images.

Martin [11] distinguished the word mimesis based on its semantic function into 3 types, namely phonomimic (*giseigo*, *giongo*) which is an imitation of sound or sound, phenomimes (*gitaigo*, *giyougo*) which is a mimetic word to indicate the emergence of events that are perceived visually, and psychomimes (*gijougo*) which are expressions of a person’s psychological reactions to events and experiences. Kindaichi [4] explains the division of mimesis or *giongo-gitaigo* (擬音語-擬態語) based on the Chart 1.

From the Chart 1, it can be interpreted that the word mimesis in Japanese is divided into two parts, namely *giongo* (擬音語) or onomatopoeia and *gitaigo* (擬態語) or mimesis. *Gitaigo* (擬態語) is generally defined as a word that represents something that does not produce sound or sound. Kindaichi classifies *gitaigo* into 3 types, namely the type of *gitaigo* (擬態語) as a word that represents the state of an inanimate object or a certain situation, the type of *giyougo* (擬容語) as a word that represents the state or behavior of living things, and the type of *gijougo* (擬情語) as a word that represents the feelings of the heart or emotions of living beings. Mimetic words of the *gijougo* type play an important role in the communication process because they are words that represent human emotions and feelings that cannot be directly understood. Understanding the use of *gijougo* is very much needed by Japanese language learners who use *mangadouga* as a medium in learning Japanese, so it is necessary to research how the form and meaning of the word *gijougo* mimesis are used in *mangadouga* YouTube channel.

This research on the use of *gijougo* mimesis uses *mangadouga* from the YouTube channel limited to *mangadouga* who are members of the playlist as many as 2 *mangadouga* from the first *mangadouga* with the title 赤羽雄二 and the second *mangadouga* with the title 8選【要約「1%の努力」(ひろゆき)】 in the playlist. *Mangadouga* from the YouTube channel was chosen as the source of research data because it is a popular *mangadouga* YouTube channel with a total of 692,000 subscribers as of April 12, 2022. The YouTube channel contains content about a topic to make it easier to understand that comes from a book or a book. Research so that apart from being used as a medium for learning Japanese, it can also increase knowledge.

2 Methods

The method used in this study was descriptive qualitative. The study aim is understanding social phenomena including linguistic phenomena [10]. The research data were mimetic words of the *gijougo* type in the *mangadouga* YouTube channel. While the data source for this research was the YouTube channel *mangadouga* which is included in the playlist as many as 2 *mangadouga* sequentially from the first video to the second video in the playlist. In order to facilitate data collection, the first video was referred to as *mangadouga* episode 1 and the second video as episode 2 and the data code was in the form of FMD-SHIGOTO(1)-01:27 with FMD description to indicate the name of the Youtube channel (Fermi Manga Daigaku), SHIGOTO indicates the name playlist, (1) shows the episode, 01 shows the minute and 27 shows the seconds when the word mimesis type *gijougo* appears. Then, the stages of data analysis are carried out based on data analysis techniques according to Miles and Huberman [1] which are divided into three stages, namely data reduction, data presentation, and drawing conclusions.

3 Results and Discussion

The following are the findings of the mimesis word *gijougo* type found in the video *manga* (漫画動画) YouTube channel which is included in the playlist as many as 2 *mangadouga*. After collecting data, 6 *gijougo* words were found, as listed in the Table 1.

Based on the Table 1 it is known that in episode 1 found as many as 6 data and episode 2 found as much as 2 data. For more detailed discussion, analysis of each type of mimesis word data on *mangadouga* YouTube channel in the following discussion.

3.1 どーん

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)

2. A man (Student)

Table 1. Mimetic words of the *gijougo* type found in the video *manga* (漫画動画) YouTube channel

No	Eps	Title	<i>Gijougo</i> Word	Time
1	1	ゼロ秒思考!生産性が数十倍になるメモの方法【要約/赤羽雄二】	どーん	01:27
2			ドン!	02:50
3			ズッキン!!	05:27
4			パン!!	09:39
5			イライライラ	13:02
6	2	努力してはいけない理由8選【要約/「1%の努力」(ひろゆき)】	ズーン	05:59

Situation Analysis:

Mochizuki Rin will give an explanation about some people who when they want to make a decision, they think about which decision to choose but it takes a day or even a month to decide. The male student who heard the explanation said that some of these people included himself.

Lecturer: まず1つ目は「できる人は即断即決する」だな。何か重要な決断をしなければならない時に、「ちょっと考えます」と言って、一日、一週間、一ヶ月かける人があるだろ。

The first is "people who can do it will make quick decisions". Some people spend a day, week, or month saying "think a little" when they have to make an important decision (Fig. 1).

Student: はい、僕ですね。

Yes, like me

Lecturer: (どーん...)お前か。

(Don...) You..huh

The *Gijougo* どーん who appeared explained the feeling of being slightly surprised by something negative or bad about Mochizuki Rin's character as a lecturer. The reason for the emergence of these feelings is because the male student character quickly says that he is a person who takes a long time to make decisions in the sentence. 「はい、僕ですね」 People who take a long time to make decisions are considered by Lecturers as problems that are included in negative or bad things. *Gijougo* どーん is used to describe the imitation of a startling sound as a dramatic effect aimed at showing the feeling of being startled by something negative or bad. This can be identified by the dark blue background followed by vertical lines, the eyes of the character Mochizuki Rin that are not drawn and are replaced by dark shadows and the sweaty face of Mochizuki Rin.



Fig 1. Capture from (FMD-SHIGOTO (1)-01:27).

3.2 ドン!!

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)
2. A man (Student)

Situation Analysis:

Mochizuki Rin explained that during this time the male student couldn't decide something quickly because he had never thought about it before. The male student who heard the explanation did not think that the reason he could not decide quickly was because of it.

Lecturer: 何が言いたいのかという人間は誰でも素晴らしい判断力と思考力、行動力があるということだ。お前だって即断即決できる。

What I want to say is that every human being has great judgment, thought, and action. You can also make quick decisions.

Student: じゃ僕がすぐに決められないのは何でなんですかね?
So, why can't I make a decision quickly?



Fig 2. Capture from (FMD-SHIGOTO (1)-02:50).

Lecturer:お前がすぐに決められないのは、今までそのことについて考えてこなかったからだ。ただそうだけだ。

You can't make a decision right away because you haven't thought about it until now.

Only that (Fig. 2).

Student: (ドン!) 今までそのことについて考えてこなかった？

(Don!) Because you haven't thought about it until now?

Gijougo ドン! that appeared made clear the feeling of being surprised by something important by the Male Student. The reason for the emergence of these feelings is because Mochizuki Rin's answer about why male students can't make decisions quickly is because they haven't thought about those decisions until now. The answer was something important to male students but never thought of. *Gijougo* ドン!! used to describe the imitation of shocking sounds as a dramatic effect that aims to show the feeling of being surprised by something important and previously unnoticed, namely the answer of the lecturer. This can be identified through the face of the character Mochizuki Rin with flat eyebrows and eyes slanting downwards and the dialogue of a male student 「今までそのことについて考えてこなかった?」..

3.3 ブッキン!!

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)

2. A man (Student)

Situation Analysis:

Mochizuki Rin as a lecturer gives an explanation of how to write something as a quick way to make decisions. Writing to express what is on your mind is the same as crying or telling someone else.

Lecturer:ひどい失恋をしても泣いたり、人に言ったりすると気分がすっきりして前を向いて歩けるようになるのと同じだな。とにかく全てメモに書け。こんなことまで書いていいのだろうか。最初は戸惑うものもあるかもしれないが、誰に見せるわけでもないから好き勝手に書けばいい。気分が悪いなかったり、イライラしているのにそれをアウトプットできないとイライラが溜まり、どんどん心が重くなっていくだけだ。

It's like when you experience a painful heartbreak, crying or telling someone else will make you feel better and you can move forward. Most importantly, just write everything down in the memo. At first, it might be confusing whether you can write things like that, but since it's not shown to anyone, you can write as you please. So you'll feel relieved, and if you're frustrated but can't get it out, you'll just feel irritated and slowly get heavier. It's like when you experience a painful heartbreak, crying or telling someone else will make you feel better and you can move forward. Most importantly, just write everything down in the memo. At first, it might be confusing whether you can write things like that, but since it's not shown to anyone, you can write as you please. So you'll feel relieved, and if you're frustrated but can't get it out, you'll just feel irritated and slowly get heavier (Fig. 3).

The *Gijougo* ブッキン! who appeared explained the feeling of relief at the explanation of the feeling of relief in the dialogue of Mochizuki Rin's character as a lecturer. The cause of the emergence of these feelings is because someone who



Fig 3. Capture from (FMD-SHIGOTO) (1)-05:27).

can express his irritation and frustration will feel relieved which is shown in the dialogue of the Lecturer character, namely 「気分が悪くなかったり、イライラしているのにそれをアウトプットできないとイライラが溜まり、どんどん心が重くなっていくだけだ。」. *Gijougo* スッキン! is used to describe the imitation of the sound of relief to show someone's feeling of relief at being able to let out frustrating

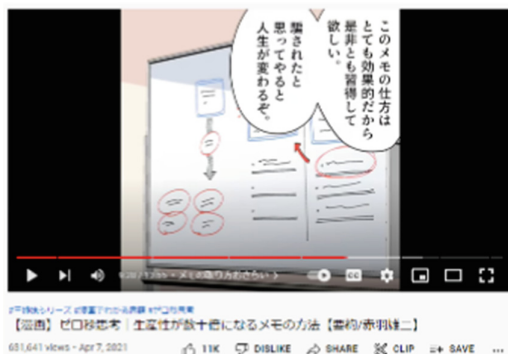


Fig 4. Capture from (FMD-SHIGOTO (1)-09:39).

things. This can be identified through the description of the dialogue explanation of the Lecturer character with the illustration of the Male Student character whose hands are raised up, the eyebrows are relaxed, curved downwards, the mouth is open.

3.4 バン!!

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)
2. A man (Student)

Situation Analysis:

Mochizuki Rin will provide training for male students to deepen the material that has been delivered.

Lecturer: このメモの仕方はとても効率的だから是非とも習得してほしい。騙されたと思ってやると人生が変わるぞ。よし一度、理解力を深めるために、練習してみよう。

Writing this memo is very efficient, so please study it. If you believe in doing it, your life will change. Alright, let's practice once to deepen our understanding (Fig. 4).

Student: はい!

Okay!

Gijougo バン!! What emerged explained the feeling of the male student character's spirit. The reason for the emergence of these feelings is because the character Mochizuki Rin invites the male student figures to practice in order to understand the material presented so that they are able to make decisions quickly that can change the male student's life. *Gijougo* !! used to describe the imitation of the sound of feelings of enthusiasm to show the feelings of someone who is passionate about practicing to change his life for the better. This can be identified through the male student figure with a straight body position facing forward, both hands clenched into fists, wide open eyes with the tip of the

inner eyebrow down and the tip of the outer eyebrow up and straight lines highlighting the male student character.

3.5 イライラ

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)
2. A man (Student)

Situation Analysis:

Mochizuki Rin as a lecturer gave an explanation about the practical exercises. He emphasized that the male student should believe and apply the method of writing memos to make decisions quickly and explained that writing memos is a medium to recognize oneself.

Student: メモってやっぱりすごいんだな。

Writing memos is an amazing way, isn't it?

Lecturer: ああ、騙されたと思って実践してみしてほしい。今悩んでいること、引っかけられていること、イライラしていること全てA4の用紙に書き出してみるんだ。すると本当は自分がこんなことを思っていたのだと知ることができるし、悩みがすっきりするはずだ。

Yes, I want you to believe and apply it. Write down everything you are worried about, stuck in boredom, or frustrated with on A4 paper. Then you will know that you are thinking about this and the worries that need to be resolved.

Student: はい!

Okay!

Lecturer: 例えば私は最近生活リズムが崩れてイライラしていたんだが、その一つの理由としてゲーム実況をみすぎていたことに気がついた。朝起きてゲーム実況をみるという悪癖が知らず知らずのうちについていたんだ。こんな風にメモは自分自身との対話だ。いろんな自分を知る良いきっかけになるはずだぞ。最後にきっちりメモを取るとも続けられないので、1分でなぐり書きすることを忘れずにやってみて欲しい。必ず良い結果になるはずだ。では今日の授業は終わりだな。

For example, lately I've been frustrated with the rhythm of my life, and realized one of the reasons is because I watch too many games. I have a bad habit of getting up in the morning and watching live games without realizing it. Writing memos is like having a dialogue with myself. This should be a good opportunity to get to know yourself. Finally, if you can't keep on writing memos properly, don't forget to keep them in one book. It will definitely give good results. Alright, today's class ends here (Fig. 5).

Student: いつもありがとうございます。

Thank you

Gijougo イライラ that appeared explained the frustration of Mochizuki Rin's character. The cause of the emergence of these feelings is because the character Mochizuki



Fig 5. Capture from (FMD-SHIGOTO (1)-13:02).

Rin feels frustrated with the rhythm of his life because of his habit of watching game matches. *Gijougo* is used to describe the imitation of the sound of frustration to show the feelings of someone who is frustrated about something that is disturbing and has a negative impact. This can be identified through the description of the dialogue explanation of the Lecturer character with the illustration of the character Mochizuki Rin who has a black shadow and sweat on his face, both hands tightly gripping the bag, the mouth shrinks forward and two pairs of wavy lines.

3.6 ズーン

Background: Class

Figure: 1. Mochizuki Rin (Lecturer)

2. A man (Student)

Situation Analysis:

Mochizuki Rin will explain about the book 努力してはいけない理由 8選 which explains 8 Reasons You Shouldn't Strive. Mochizuki Rin explains about stressful things by giving an example of someone doing something they don't like.

Lecturer:次は「自分にとって何が一番ストレスなのかを知っておく」だな。ついつい嫌なことや向いていないことでも「やらなくちゃいけない」と我慢して鬱になったり体を壊している人はとても多い。

Next up is "Knowing the things that stress you the most". There are lots of people who stick with the "I have to do it" excuse even if they don't like it or don't like something, and become depressed and even get sick (Fig. 6).

Student: 確かに自分を追い込みすぎて病んでしまう人が多いですね。

Of course, there are many people who overexert themselves and fall ill.

Gijougo ズーン who appeared explained the feeling of being depressed about the explanation of stressful things in the dialogue of Mochizuki Rin's character as a lecturer. The cause of the emergence of these feelings is because people who persist in doing something they don't like or don't like will become depressed, which is shown in the dialogue of the Lecturer character, namely 「ついつい嫌なことや向いていないことでも「やらなくちゃいけない」と我慢して鬱になったり体を壊している人はとても多い。」. *Gijougo* イライラ is used to describe the imitation of the sound of feeling depressed to show the feeling of someone being forced to do something they don't like or don't like. This can be identified through the description of the dialogue explanation of the Lecturer character with the illustration of the character Mochizuki Rin, which is a dark background followed by vertical lines, there is an illustration of a character crushed by a stone inscribed with 重圧 (pressure), 責任 (responsibility), and 我慢 (patience) as well as conditions. Face with flat eyebrows and eyes accompanied by sweat.

Based on the analysis of the data above, there are 6 mimetic words of the *gijougo* type that appear through 3 *mangadouga* characters directly, namely in data 1, data 2, and data 4 and 3 illustrations of character thoughts to support the dialogue of *mangadouga* characters in data 3, data 5 and, data 6 The word *gijougo* type mimesis that appears through 3 illustrations created from the character's mind is a form of assistance to explain the information about the meaning of the character's dialogue. The word *gijougo* type mimesis that appears is identified based on the character's condition such as facial expressions or behavior and the overall description of the background situation. Through these facial expressions and the description of the background situation, it can be seen the meaning of the use of the word *gijougo* type mimesis in the 2 episodes of *mangadouga* YouTube channel フェルミ漫画大学 which is included in the playlist. 仕事・ビジネス.

The word mimesis type *gijougo* is arbitrary, that is, everyone in the use of *gijougo* can differ from each other based on the interpretation of the meaning of *gijougo* received according to the needs of each user. In this study, the word mimesis of the same type of *gijougo* ドーン appears, namely in data 1 with ドン!! in data 2. In data 1 the word "don" sounds long is used for a dramatic effect in explaining the feeling of being surprised by something negative or bad, while in data 2 it reads straightforwardly and firmly, it is used for a dramatic effect in explaining the feeling of being surprised at something important and was not realized before. From the two data, it shows that the interpretation of the use of *gijougo* can be different from each other, the meaning of *gijougo* is received according to needs.



Fig 6. Capture from (FMD-SHIGOTO (2)-05:59).

4 Conclusion

Based on the results and discussion found, it can be concluded that the use of the word *gijougo* type mimesis that appears as a whole contains six data. The use of the word *gijougo* mimesis found can be identified by looking at the character's condition such as facial expressions or behavior and the description of the background situation. The meaning of using the word mimesis of the same type of *gijougo* can be different according to the context and circumstances felt by the character. In episode 1, five

data *どーん* were found, including which is used as a dramatic effect to show feelings of surprise by something negative or bad; *ドン!* which is used as a dramatic effect to explain the feeling of surprise at the appearance of something important *イライライラ* and previously unnoticed *ズッキン!!* which is used to express a feeling of relief, *バン!!* Which is used to show enthusiasm, and *イライライラ* is used to show feelings of frustration. In episode 2 there is 1 data, namely *ズーン* which is used to show feelings of depression.

Suggestions from the results of this study are that this research can be the basis for further research on the use of other types of mimetic words in the *mangadouga* YouTube channel *フェルミ漫画大学* so that it can help Japanese language learners understand more than just the use of the word *gijougo* type mimesis but can understand the use of other types of mimetic words in the *mangadouga*.

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