

**A STUDY ON THE ANALYSIS OF JAPANESE LOANWORDS  
COMMONLY USED BY INDONESIAN PEOPLE  
IN INDONESIAN MASS MEDIA**

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**ABSTRACT**

This study aimed at: (1) investigating the Japanese loanwords commonly used by Indonesian people in Indonesian Mass Media, (2) analyzing the pronunciations of Japanese loanwords by Indonesian people, and (3) analyzing the attitudes of Indonesian people towards the use of Japanese loanwords. This study was a descriptive qualitative research design. The obtained data were collected through document analysis, questionnaires, and interviews. The results were analyzed using Interactive Model Analysis by Miles and Huberman (1994). The subjects for pronunciation comparison were 10 Indonesian participants between the age of 20-25 years old and 70 Indonesian participants to examine the attitudes towards the use of Japanese loanwords selected through a purposeful sampling technique. The objects of this study were Japanese loanwords from Indonesian Mass Media. The result of this study shows: (1) there were five categories of Japanese loanwords namely Japanese culture (31%) such as *karaoke*, *emoji*, *manga*, etc., food (23%) such as *sushi*, *tempura*, *sashimi*, etc., sports (19 %) such as *sumo*, *karate*, *judo*, etc., military (17 %) such as *kamikaze*, *harakiri*, *takeyari*, etc., and miscellaneous(10 %) such as *tsunami*, *dakochan*, *karakuri*, etc. (2) There were 3 distinctive patterns of Japanese loanwords pronunciations by Indonesian people such as the omission of the phoneme /t/ voiceless, alveolar, plosive when pronouncing *tsu* as *tsunami* becomes *sunami*, /f/ becomes /s/ as *sushi* becomes *susi*, and change of pronunciation when pronouncing *manga*, 3 syllables by Japanese people becomes 2 syllables by Indonesian people. (3) Indonesian people elicit strongly favourable attitudes towards the use of Japanese loanwords in Indonesia (94.3 %). Further study still needs to be conducted to explore the misconception of Japanese loanwords and also investigate the factors such as age and the educational background which contributes to the diverse attitudes in the use of Japanese loanwords

**Keywords:** *Japanese loanwords, pronunciations, language attitudes*

# ANALISIS KATA PINJAMAN JEPANG YANG DIGUNAKAN MASYARAKAT INDONESIA DI MEDIA MASSA INDONESIA

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## ABSTRAK

Penelitian ini bertujuan untuk: (1) menyelidiki kata-kata pinjaman Jepang yang digunakan oleh masyarakat Indonesia di Media Massa Indonesia, (2) menganalisis pengucapan kata-kata pinjaman Jepang oleh masyarakat Indonesia, (3) menganalisis sikap bahasa masyarakat Indonesia terhadap penggunaan kata-kata pinjaman Jepang. Penelitian ini merupakan penelitian Deskriptif Kualitatif. Data dari penelitian ini didapatkan melalui dokumen analisis, kuisisioner dan interview dan dianalisis melalui *Interactive Model Analysis* dari Miles and Huberman, (1994). Subjek penelitian untuk menentukan perbandingan pengucapan kata pinjaman Jepang terdiri dari 10 partisipan Indonesia yang berumur 20-25 tahun dan 70 partisipan Indonesia untuk menentukan sikap Bahasa terhadap kata pinjaman Jepang yang diseleksi melalui *purposeful sampling*. Objek dalam penelitian ini adalah kata-kata pinjaman Jepang di Media Massa Indonesia. Hasil dari penelitian ini menunjukkan: (1) terdapat lima kategori kata-kata pinjaman Jepang seperti Budaya Jepang (31%) contohnya *karaoke*, *emoji*, *manga*, makanan (23%) contohnya *sushi*, *tempura*, *sashimi*, olahraga (18%) contohnya *sumo*, *karate*, *judo*, militer (17%) contohnya *kamikaze*, *harakiri*, *takeyari*, dan lain-lain (9%) contohnya, *tsunami*, *dakochan*, *karakuri*. (2) Terdapat 3 pola perbedaan dalam pengucapan kata-kata pinjaman Jepang oleh masyarakat Indonesia /t/ *voiceless*, *alveolar*, *plosive* ketika mengucapkan *tsu* dalam *tsunami* yang menjadi *sunami*. // menjadi seperti /s/ *sushi* menjadi *susi*, dan perubahan pengucapan kata *manga* yang memiliki 3 suku kata dalam Bahasa Jepang tetapi menjadi 2 suku kata oleh masyarakat Indonesia. (3) Masyarakat Indonesia memiliki sikap Bahasa yang positif terhadap penggunaan kata-kata pinjaman Jepang di Media Massa Indonesia (94.3 %). Penelitian lebih lanjut terkait dengan miskonsepsi kata-kata pinjaman Jepang dan faktor-faktor yang berkontribusi terhadap sikap bahasa perlu diinvestigasi.

**Kata kunci:** *kata pinjaman Jepang, pengucapan, sikap bahasa*