
Analisa Budaya Menyantap Ramen Masyarakat Jepang Di Dalam Channel Youtube Kosuke Shows Japan (*Analysis Of Japanese Ramen Culture On The Kosuke Shows Japan Youtube Channel*)

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ABSTRACT

As one of the most advanced countries in Asia that embraces cultural acculturation, Japan is known for its strong adherence to its own cultural heritage. This is undoubtedly rooted in the traditions passed down through generations. One of the cultural practices that still exists today includes the Hanabi festival, mikoshi, and geisha. Additionally, table manners are still taught there, including the etiquette and proper way to eat ramen. In this study, the authors examine the etiquette of enjoying ramen according to Japanese society using a descriptive qualitative method aimed at describing the actions of the video sources. The analysis reveals that Japanese people continue to uphold cultural values and etiquette when eating ramen.

INTRODUCTION

Japan is one of the developed countries that is full of its unique culture. The culture that has been held firmly by Japan from generation to generation can still be felt through films, anime, doramas, or visiting the country directly as tourists. One of the cultural diversity that we can find in Japan is in terms of the etiquette of eating Japanese food. It turns out, that consuming traditional food in Japan, has its etiquette, or what is known as Shoku Bunka (食文化) which means eating culture. One of them is Ramen. Ramen is one of Japan's typical foods made from processed noodles made from a flour dough, cooked with spices and typical Japanese decorations. In Japan, traditional ramen can still be easily found in every corner of the city of Japan because the local people there still like to consume it, especially in winter. However, it's not just the food that has its own characteristics, in Japan we can't just eat ramen carelessly. Japanese society has a special eating culture and etiquette for eating ramen. When Japanese people eat ramen, the use of tools, body position, and movements when eating ramen apparently have their own procedures. This is certainly inseparable from the culture that has been taught to the Japanese people from generation to generation. The procedures for eating ramen and the meaning contained therein are interesting topics to study. The focus of the problem in this study is the meaning and also the reasons behind the procedures for Japanese people in eating ramen.

METHOD

The method used in this study is a descriptive qualitative method that aims to describe the symbolic meaning in Japanese culture when eating ramen. The data collected is in the form of observational descriptions obtained from videos watched and entered into written data. All data were then analyzed to produce a comprehensive description. The data collection techniques used were observation and documentation in the form of video and reading or written sources. This study was conducted by observing three videos on how to

eat ramen on the YouTube channel and also collecting articles and Japanese sources directly. The sources used in the data from this study were mostly taken through observations from each YouTube video based on the Kosuke Shows Japan channel account. With the title “ICHIRAN-How Japanese people eat Ramen noodles”. The video was uploaded on December 20, 2022, with the link <https://youtu.be/Wvi2jyg0JYo?si=ElmzTFcgO2iBJ9ge>, “MICHELIN Guide Asia Japanese Ramen Eating Etiquette | 拉面食趣” uploaded on July 9, 2018 with the link <https://www.youtube.com/watch?v=GKpSO5w5OjU>, and Taiji’s Kitchen. “Japanese Table Manners and how to use Chopsticks ~和食の作法~ | easy Japanese home cooking recipe” which was uploaded on August 19, 2021, with the link https://www.youtube.com/watch?v=ZyypaP_D6No. These three videos are the focus of conducting this research.

RESULTS AND DISCUSSION

RESULTS

From the results of observation collection and data analysis, the researcher found several data that could be accumulated as in the following table based on observations of the three YouTube videos.

Table 1. Results of Analysis

Body Posture	Observations indicate that the body posture during the enjoyment of ramen significantly differs from the posture once the meal is complete. This change highlights the unique experience that ramen offers, emphasizing how deeply we engage with our food.
How to Hold Chopsticks	The hand shape used when holding chopsticks is unmistakable and distinctive. The fingers firmly grasp the middle of the chopsticks, setting this technique apart from that of the Chinese, who were the original innovators of using chopsticks.
Etiquette of Eating Ramen	In Japan, people often make a "slurp" sound while eating ramen noodles. For them, it signifies the enjoyment of the dish.

DISCUSSION

Ramen comes from the word *la mian* or *la mien* (拉麵) which means "pulled noodles". This is because the way it is made is by pulling the wheat flour dough so that it stretches like a rope. Then the noodles are put into a broth that has been mixed with various types of broth. This ramen is usually eaten with broth. Initially, ramen had different names such as *Nankin Soba* (南京そば) which was named after the capital of China in the past, namely Nanjin, *Shina Soba* (支那そば) which means Chinese Soba, and *Chuuka Soba* (中華そば) which also means Chinese Soba.

According to historical records on the official website of the Shin-Yokohama Ramen Museum, in 1697, Tokugawa Mitsukuni was the first Japanese to eat Chinese noodles. At that time, Confucian scholars served soba soup from his country as entertainment for Mitsukuni. However, Chinese noodles had not yet spread widely among ordinary people. In 1859, due to the opening of the Port, many people from abroad moved to Japan so that foreign culinary cultures entered. One of them is Chinese noodles which are the roots of Ramen.

Japanese society is a society that holds onto the values of its history and culture. Both in social life and in making or eating food. So in consuming ramen itself, they have their own unique cultural customs.

a. Body Posture



Figure 1 Kosuke body posture when eating ramen

Body posture in starting and ending ramen eating looks different. In the observed YouTube video, the body of the resource person who gave the ramen-eating tutorial looks bent with chopsticks in hand. The ramen noodles served on the table are stirred to mix the seasoning in the broth with the noodles in the bowl with chopsticks. When about to eat ramen, the resource person starts to bend his body and starts to lift the noodles with chopsticks to start putting them into his mouth. After finishing putting the ramen in his mouth, the resource person's body will start to straighten up again while stirring the noodles in his bowl again. This is done repeatedly until the noodles and ramen ornaments are finished, leaving only ramen broth.

Something different will be done when drinking the remaining ramen broth from his bowl. The resource person in the YouTube video shows a different body posture than when eating ramen noodles. When about to drink the remaining ramen broth, the resource person is seen putting down his chopsticks and holding the bowl with both hands. After that, the source straightened his body, and then lifted the bowl with both hands towards his mouth. Slowly he began to sip from the edge of the bowl while tilting the bowl little by little to adjust the amount of broth until the broth was finished. After the broth was finished, the source appeared to put the bowl back with both hands on the table again and stretched his body again after straightening his body earlier.

b. How to Hold Chopsticks



Figure 2 Taiji's tutorial how to use chopsticks

In the video content titled "Japanese Table Manners and How to use Chopsticks～和食の作法～ | easy Japanese home cooking recipe" on Taiji's Kitchen's YouTube account, Taiji introduces that there are 3 types of chopsticks. Namely Japanese chopsticks, Chinese chopsticks, and Korean chopsticks. Because each country has its own type of chopsticks, he explained that the characteristic of Japanese chopsticks is that the tip of

the chopsticks is pointed and slender, useful for helping to cut food so that it is easy to eat. Like when one wants to cut tofu or take pieces of fish, or even take snacks on the table. Compared to Chinese chopsticks, Japanese chopsticks are shorter. When compared to Korean chopsticks, Japanese chopsticks are made of wood or bamboo with a rounded shape. Unlike Korean chopsticks which use metal as the basic material and are more square in shape. After explaining the differences in chopsticks from each country with their respective advantages and disadvantages. Taiji practices and explains how to hold chopsticks properly in the Japanese style.

a) An elegant way to pick up and put down chopsticks

The first step, the position of the chopsticks that are horizontally on the table is taken with the right hand at the right end of the chopsticks which is the top of the chopsticks. Lift it slightly then followed by the left hand "catching" the sharp end of the chopsticks. In the second step, slide the right hand "catching" the top of the chopsticks. Then open the chopsticks in two and clamp them using the index finger and thumb. And when finished. Do the opposite to put the chopsticks back on the table.

b) How to use chopsticks

To practice, we can start by holding one of the chopsticks in the middle which will later become the top chopstick. Hold the chopsticks like holding a pen or pencil. Then insert the other chopstick through the gap between the lower thumb, and hold it using the lower thumb and the top of the ring finger. The lower chopstick will remain straight and not move because later the one that will move to chopsticks is the upper chopstick.

c. **Etiquette of Eating Ramen**



Figure 3 Eating Ramen Noodles

Japanese society still upholds the culture and ethics of eating ramen. Every time they take a mouthful of ramen noodles, they will make a "slurp" sound which shows that they are enjoying the ramen noodles they are eating and that is not a bad thing. Maybe for outsiders, eating while making sounds is impolite. When compared to Indonesians who uphold politeness, especially when it comes to eating, making a slurping sound is prohibited and taught by parents since childhood. However, unlike in Japan, when eating ramen by making a sound it not only shows that they are enjoying the ramen served. But it also indicates that they appreciate the chef who cooked the ramen for them.

According to Yuki Onishi, the owner and executive chef of Tsuta, ramen tastes good when eaten immediately after being served by the chef because ramen is served hot. If it is delayed, it is feared that the ramen noodles will expand and no longer taste good to eat. The first step that can be taken is to appreciate the aroma of the dish. Taking a spoonful of soup to find the "umami" can also be interpreted as a delicious taste in the dish. Then, one can take one chopstick of noodles into the mouth along with the soup. It is advised not to forget the distinctive sound when eating the noodles. "Most people will also immediately mix the condiments of their food before eating it. But I think it will change the distinctive taste. So I recommend trying ramen this way to enjoy it better," said Yuki Onishi.

In addition, when asking again to the source who is a native Japanese who is teaching at a university directly. Whether Japanese people are indeed taught to eat ramen by making a sound is indeed an obligation. The source said "yes, we are indeed taught to make a sound (slurp sound) to show that we enjoy the ramen noodle dish that is given. But that is only when eating (a type of) noodles. When eating other foods such as rice, we are not allowed to do the same thing".

CONCLUSION

The body posture in starting and ending ramen eating looks different. In the observed YouTube video, the body of the resource person who gave the ramen-eating tutorial looked bent with chopsticks in his hand. Taiji introduced that there are 3 types of chopsticks. Namely Japanese chopsticks, Chinese chopsticks, and Korean chopsticks. Because each country has its own type of chopsticks, he explained that the characteristic of Japanese chopsticks is that the tip of the chopsticks is pointed and slender, useful for helping to cut food so that it is easy to eat. Japanese society still holds the culture and ethics of eating ramen. Every time they take a mouthful of ramen noodles, they will make a "slurp" sound which shows that they are enjoying the ramen noodles they are eating and that is not something bad. In Japanese culture, the enjoyment of noodles is a cherished tradition passed down through generations. Eating noodles serves not only as a testament to their delightful flavors but also as a means of expressing gratitude to the chef for their dedication in crafting delicious ramen for diners.

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