

Gitaigo in Japanese Culinary Videos

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ABSTRACT

Gitaigo is one of mimetic word in Japanese language. *Gitaigo* is a word that formed to expressing the object's condition. The aim of this research is to analyze *gitaigo* which spoken by the speech participants in the Japanese culinary videos from youtube. This study is using descriptive analysis method, by observing *gitaigo*'s phenomenon in Japanese culinary videos from *Himitsu no Kenmin Show*. The researcher found 22 *gitaigo* from 5 different videos. The researcher divided data into 2 categories, *gitaigo* which appears when the speakers describe about wet food (*udon* and *ramen*) and *gitaigo* which appears when the speakers describe about dry food (*okonomiyaki*, *butaman*, *kakiagedon* and *daigakuimo*). *Gitaigo* that speakers used in the context of describing wet food are *hokahoka*, *mochimochi*, *tsurutsuru*, *shikoshiko* and *gyu(tsu)*. *Gitaigo* that speakers used in the context of describing dry food are *shakishaki*, *mocchiri*, *shikkari*, *mochimochi*, *zushiri*, *gorogoro*, *hokahoka*, *tappuri*, *torotoro*, *shittori*, *nettori*, *paripari*, *fuwafuwa* and *kari(tsu)*.

INTRODUCTION

Many languages have words as symbolic sounds. One type is onomatopoeia, words that sound like what they mean. The other is a more abstract type and is referred to as an ideophone. Ideophones and onomatopoeia together are subsumed under the rubric of mimetics (Tsujiura, n.d.).

Mimetics are often used in the daily life of Japanese people, both in spoken and written. Most mimetics are difficult to translate into foreign languages. English does not have mimetic words, or even if there are few, it is very popular to express, especially in manga (DEXTER, 2015). For native speakers, it is quite difficult to be able to master mimetic words in Japanese. In general, mimetic words in Japanese are divided into two, *giongo* and *gitaigo*. *Giongo* is like a common onomatopoeia in English, and *gitaigo* are referred to ideophones.

There are five stages of *gitaigo* representation. First, imitate the appearance of an object in a similar way. Second, express the state of the object with sound. Third, the representation of the state of an object by describing it in the mind. Fourth, the representation of the appearance of an object with letters. Fifth, express the state of an object through printable phonetic sequences and pronounceable characters (Hida & Asada, 2002).

Context understanding is very necessary in pragmatic analysis. Context is all aspects related to the physical and social environment of a speech (Wiryotinoyo, 2006). In communication, speakers and speech partners must understand each other about the context they are talking about so that goals can be achieved. Mimetics playing an important role in expressing a conversational context, especially *giongo* to represent sound, and *gitaigo* to represent the state of things.

Mimetic words can be studied from various branches of linguistics. In this study, *gitaigo* analysis was carried out using a pragmatic study using Leech method. The purpose of this study was to determine the function of *gitaigo*. Researchers took data from sources in the form of culinary videos from YouTube *Himitsu no Kenmin Show*. Culinary videos were chosen because when they eat, speakers can use a lot of *gitaigo* to describe how the food looks like. This research is expected to provide an understanding of the *gitaigo* and its function when describing a food.

METHOD

This study uses a qualitative descriptive method, by observing the *gitaigo* phenomenon spoken by the speaker. The data used in this study are Japanese culinary videos from the *Himitsu no Kenmin Show* YouTube account. Researchers chose videos with 6 different foods, namely *Udon*, *Ramen*, *Okonomiyaki*, *Butaman*, *Kakiagedon* and *Daigakuimo*. Researchers used *Gendai Giongo Gitaigo Youhou Jiten's* dictionary to determine the mean and the usage of *gitaigo*, and used Leech's theory to analyze the data.

First, the researcher observes the video, then transcribes by take a note the *gitaigo* that appears with *Gendai Giongo Gitaigo Youhou Jiten's* guide. After that, researchers make romaji and translate the data in advance to make it easier for researchers to analyze the data. Then researchers did the numbering and divided the data by category. After that, the researcher analyzed *gitaigo* using *Gendai Giongo Gitaigo Youhou Jiten's* dictionary and described the function of *gitaigo* spoken by speaker based on the context used Leech's pragmatic analysis. Last, researchers describe the function of each *gitaigo* that speakers used to describe the foods.

RESULTS AND DISCUSSION

Based on the results of the research, it was found 22 *gitaigo* from 5 different videos. All *gitaigo* comes from sentences spoken directly by speakers. The results of the study are divided into two categories, *gitaigo* which appears when the speaker describes wet food and dry food.

Wet Food

1. Udon

Context: *Udon* is a thick Japanese wheat noodles. In video titled ケンミン解説】埼玉県民に愛される『山田うどん』が凄すぎる件。 , there is a female speaker who tries one of the menus from Yamada *udon* shop, namely *udon*. Speaker bought frozen food then cooked by herself, then she eating *udon* that looks still steaming hot.

1) Hokahoka

まず出来立てホカホカの山田うどん、いただきます。
Mazu deki tate hokahoka no Yamada udon, itadakimasu.
"First, enjoy the freshly made Yamada *udon*."

There is *gitaigo hokahoka* which is spoken by the speaker when she about to eat *udon*. *Hokahoka* serves to explain the hot appearance of *udon* because it is freshly made.

2) Mochimochi

こっちらが山田うどんの特性うどん、もちもちの麺に醤油とだしの効いた杖が本当も言えない美味しさです。
Kocchira ga Yamada udon no tokusei udon, mochimochi no men ni shouyu to dashi no kiita tsue ga hontou mo ienai oishi-sa desu.

“These are Yamada *udon*'s characteristic *udon*, the chewy noodles, soy sauce, and dashi stock are delicious.”

There is *gitaigo mochimochi* which is spoken by the speaker when the speaker explains the texture of the *udon* he has eaten. The combination of chewy noodles, soy sauce, and *dashi* (Japanese soup stock made from fish and kelp) broth is delicious. *Mochimochi* in the sentence serves to explain the texture of the *udon* noodles which is soft and stretchy when bitten.

2. Ramen

Context: *Ramen* is a Japanese noodle dish. It consists of Chinese-style wheat noodles. In video titled 【お取り寄せ】北海道民が愛する至高のラーメンを食べてみたら旨すぎた♡【ケンミンSHOW 極】, there are two speakers (male and female) in the video. They eat instant *ramen* with two different flavors, Sapporo Nishiyama *Ramen* with miso flavor and black soy sauce flavor.

1) Tsurutsuru and Shikoshiko

スーパーで売ってるインスタント麺なのに、麺がつるつるしこしこってよね。

Suupaa de utteru insutanto men na no ni, men ga tsurutsuru shikoshiko tte yo ne.

“Even though it's instant noodles sold at supermarkets, the noodles are slippery and chewy, aren't they?”

There are *gitaigo tsurutsuru* and *shikoshiko* spoken by speakers when eating miso flavored *ramen*. The speaker said that even though the *ramen* was instant *ramen*, the texture of the noodles was very good. *Tsurutsuru* in the sentence serves to explain the slippery surface of the noodles so that goes down your throat well. *Shikoshiko* in the sentence serves to describe noodles that have a hard chewy texture. requires energy when chewed.

2) Gyutto

醤油のコクと甘みはぎゅっとするんですね。

Shouyu no koku to amami wa gyutto surundesu ne.

“The richness and sweetness of soy sauce make you feel tight.”

There is a *gitaigo gyu(tsu)* spoken by the speaker when eating black soy sauce flavored *ramen*. The speaker explained that the soup taste of the *ramen* she ate was rich in flavour. *Gyu(tsu)* in the sentence serves to explain the strength of the taste of *ramen* that makes the inside of the mouth tighten.

Dry Foods

1. Okonomiyaki

Context: *Okonomiyaki* is a savory pancake fried on an iron griddle with vegetables, meat and/or seafood and topped with various sauces and condiments. In video titled 広島 vs 大阪】ビールに合うお好み焼きはどっち?, there is a male speaker who explained that he would compare the taste of *okonomiyaki* when paired with drinking beer. The *okonomiyaki* that he tried is from Hiroshima and Kansai. The speaker eating *okonomiyaki* from Hiroshima, then drink beer. Then followed by eating *okonomiyaki* from Kansai and drinking beer.

1) Shakishaki and Mocchiri

この野菜のシャキシャキ感ともっちりとした麺、でね、ソースが甘酸っぱいですよ。

Kono yasai no shakishaki kan to mocchiri to shita men, de ne, soosu ga amazuppai desu yo.

“The crunchiness of the vegetables and the chewy noodles, and the sauce is sweet and sour.”

There are *gitaigo shakishaki* and *mocchiri* spoken by the speaker when the speaker explains about texture of *okonomiyaki* from Hiroshima. *Shakishaki* in the sentence serves to explain the texture of vegetables that are light when chewed and crunchy. *Mocchiri* in the sentence serves to explain the texture of the noodles in *okonomiyaki* which is chewy and soft.

2) Shikkari and Mochimochi

こっちのがキャベツの味がしっかりとある感じ、で生地自体ももちもちしていてすごい食感がいいです。
Kocchi no ga kyabetsu no aji ga shikkari to aru kanji, de kiji jitai mo mochimochi shiteite sugoi shokkan ga ii desu.
"This one has a strong cabbage flavor, and the dough itself is springy and has a great texture."

There are *gitaigo shikkari* and *mochimochi* which are spoken by speakers when explaining the texture of *okonomiyaki* from Kansai. *Shikkari* in the sentence serves to explain the taste of cabbage that is quite strong or quite felt on the tongue. *Mochimochi* in the sentence serves to explain the soft and stretchy texture of the *okonomiyaki* dough.

2. Butaman

Context: *Butaman* is a steamed bun with minced pork filling. In video titled 【岡山名物】予約殺到！唯一無二の山珍「豚まん」が絶品すぎる件, there is a male speaker who describe about *butaman* purchased from a shop called *sanchin*. The speaker warms the *butaman*, then splits it in half while showing the filling of the *butaman*, then eats it.

1) Zusshiri

ちょっと持ってみると重さもずっしりとありますね。
Chotto motte miruto omosa mo zusshiri to arimasu ne.
"It's heavy when you hold it for a while."

There is a *gitaigo zusshiri* which is spoken by the speaker when lifting the *butaman's* box. The box contains 5 *butaman* and the speaker say that it feels heavy when he lifts it for a moment. *Zusshiri* in the sentence serves to represent the state of the speaker when carrying heavy objects.

2) Gorogoro

やっぱね具がゴロゴロ入ってますね。
Yappa ne gu ga gorogoro haittemasu ne.
"After all, there are a lot of ingredients in it."

There is a *gitaigo gorogoro* spoken by the speaker when showing a lot of *butaman* filling. *Gorogoro* in the sentence serves to explain that there is so much filling in *butaman* that almost overflowed when it is opened.

3. Kakiagedon

Context: *Kakiagedon* is a mixed vegetable and seafood tempura rice bowl. In video titled 【ケンミン解説】埼玉県民に愛される『山田うどん』が凄すぎる件。 , the speaker (female) tries one of Yamada *udon's* menus, *kakiagedon*. Speakers buy frozen food which is then cooked by herself, then eat *kakiagedon* which is still steaming hot.

1) Hokahoka

ほかほかアップ庄のかき揚げ丼です。

Hokahoka appu-atsu no kakiage donburidesu.

"This is a hot kakiage rice bowl."

There is *gitaigo hokahoka* which is spoken by the speaker when showing *kakiagedon*. *Kakiagedon* was seen, which was still hot enough. *Hokahoka* in the sentence serves to explain the appearance of the warm *kakiagedon*.

2) Tappuri

具材たっぷりのかき揚げ丼は特製のタレで煮込み卵でとじて完成、ご飯やうどんとの相性もばっちり甘めのタレが貯まりません。

Guzai tappuri no kakiagedon wa tokusei no tare de nikomi tamago de tojite kansei, gohan ya udon to no aisho mo bacchiri amame no tare ga tamarimasen.

"Kakiage rice bowl with plenty of ingredients is completed with a special sauce and boiled egg, and it goes well with rice and udon noodles."

There is a *gitaigo tappuri* spoken by the speaker when eating *kakiagedon*. The generously filled *kakiagedon* with special sauce and hard-boiled egg goes well with the rice and *udon* noodles. *Tappuri* in the sentence serves as an explanation for the filling of *kakiagedon* which is very much filled, more than any other normal portion of food.

4. Daigakuimo

Context: *Daigakuimo* is a candied sweet potato. In video titled 大学芋に命を捧げる研究家の激ウマ7種!, there are three speakers (1 male and 2 female) trying three *daigakuimo* from different places namely Kanto, Chubu and Kansai. *Daigakuimo* from Kanto that eaten is Oimoyasankoshin and Tokyo seasoning. *Daigakuimo* from Chubu is Nagoya Oimojyou diamond cut with skin version and crystall version. *Daigakuimo* from Kansai is Kyoukansho tortoiseshell potato version and *hyoushigi* (Japanese musical instrument) version.

1) Torotoro

でもこれとろとろの芋で新食感です。

Demo kore torotoro no imo de shin shokkandesu.

"But this is a new texture with a simmering potato."

There is *gitaigo torotoro* spoken by a female speaker when explaining *daigakuimo* from Kanto, namely Tokyo seasoning. *Torotoro* in a sentence serves to explain the appearance of *daigakuimo* covered in thick gravy.

2) Shittori and Nettori

もうしっとり通り越しねっとりって感じ。

Mou shittori tourikoshi nettori tte kanji.

"It's already moist and pasted, it feels soggy."

There are *gitaigo shittori* and *nettori* which are spoken by female speakers after eating *daigakuimo* Tokyo seasoning. The *daigakuimo* tasted wet and sticky. *Shittori* in the sentence serves to describe *daigakuimo* that is wet and contains water in it. *Nettori* in the sentence serves to explain the sticky *daigakuimo* when eaten.

3) Paripari

美味い! パリパリ!

Umai! paripari!

"Delicious! Crispy!"

There is *gitaigo paripari* which is spoken by male speakers after eating *daigakuimo* Nagoya *Oimojyou* crystall version. *Paripari* in the sentence serves as an explanation of the crunchy texture of *daigakuimo* which is hard to break when chewed.

4) Fuwafuwa

スポンジみたいだった、ふわふわですね。
Suponji mitaidatta, fuwafuwa desu ne.
"It was like a sponge, fluffy."

There is *gitaigo fuwafuwa* which is spoken by male speakers after eating *daigakuimo* Nagoya *Oimojyou* diamond cut with skin version. The speaker was surprised when he felt the *daigakuimo* he was eating had a spongy texture. *Fuwafuwa* in sentences has a function to describe *daigakuimo* which is soft and light when eaten.

5) Kari(tsu)

とよりカリッとなんですよね。
To yori karitto nandesu yo ne.
"It's even more crispy."

There is *gitaigo kari(tsu)* which is spoken by a female speaker when explaining the *daigakuimo* *Kyoukansho* tortoiseshell potato version. *Kari(tsu)* in the sentence serves as crunchy explanation of hard, light and dry *daigakuimo*'s breaking when bitten.

CONCLUSION

Based on the results of the analysis above, there are many kinds of uses of *gitaigo* by speakers in culinary videos. There are 22 *gitaigo* in 6 different foods from 6 culinary videos that are sampled. The use of *gitaigo* differs depending on the shape and condition of the food, for example when describing *Udon*, speakers use *gitaigo hokahoka* and *mochimochi*. Meanwhile, when explaining *butaman*, speakers use *gitaigo zushiri* and *gorogoro*.

However, the same shape and condition of the food causes the use of the same *gitaigo*, as when speakers use *gitaigo mochimochi* when describing the texture of noodles in *Udon* and the texture of *Okonomiyaki* dough. *Udon* and *Okonomiyaki* are different foods, but can use the same *gitaigo* to describe the same texture.

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