

THE USE OF ENGLISH IF *EIGOSUUSHI* IN JAPANESE MNEMONIC

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Abstract

Japanese number mnemonics or better known as *goroawase* is a special term that is not only used for fun, but it is often used to memorize or remind certain phone numbers as well. The pattern of *goroawase* formation is related to the three ways of reading numbers that exist in the Japanese language, namely *wagosuushi*, *kan'gosuushi*, and *eigosuushi*. *Wagosuushi* is a way of reading that is considered native Japanese language, *kan'gosuushi* is a way of reading absorbed from the Chinese language, while *eigosuushi* is a way of reading absorbed from the English language. Regarding the language and globalization as the central topics in this seminar, this paper will only highlight the use of *eigosuushi* in Japanese number mnemonics. The data collection was done through observation and interview method. The method of referring is done by collecting data in the form of Japanese number mnemonics containing *eigosuushi* elements, and the method of the interview is done by using inducement interview technique with the native speakers in order to release the expected data. From the results of data analysis it can be seen that the use of *eigosuushi* has enriched the sound of Japanese language which was influenced by the globalization especially by the English culture.

Keywords: *Gorowase*, *eigosuushi*, telephone numbers, and the influence of globalization

INTRODUCTION

In today's modern age, the existence of telephones becomes a primary need. It makes us easier to communicate directly without considering the distance and time. Due to the importance of this call, Japanese business people use *goroawase* a lot in an effort to make it easier for consumers to memorize their phone numbers.

Kokugo Daijiten Gensen (1989), defines *goroawase* as one kind of language game based on proverbs and phrases, creating a completely different funny expression of the original meaning by utilizing the resemblance of sound elements. An example is the *Neko ni Koban* maxim which literally means 'cat given gold' which is converted into *Geko ni gohan* which literally means 'drunk man given rice'. This *Neko ni Koban* proverb is 'a parable of a man who possesses precious possessions but does not know how to use the object', while the *Geko ni Gohan* proverb 'means satire to the non-drinking person (at the time of the binge drinking) to be told to eat only'.

At the time of its development, this *goroawase* is not only formed through the game word alone, but also formed through the game element sounds how to read Japanese number. In line with this, Tresnawati (2017) states an example of using a series of numbers 3-9 in the chat language commonly used among Japanese youth to say 'thank you'. In this case, 3-9 is read by means of *san* 'three' and *kyuu* 'nine' so as to form *goroawase* in the form of *sankyuu* word which in Japanese phonology system is considered to have an element of sound similarities to the word "thank you" which is adopted from English.

In its use, this *goroawase* is not only used as a mere word game, but also used as a technique of memorizing, especially for students in Japan in memorizing the history of the occurrence of a thing. Due to the extent of the discussion on *goroawase*, this paper will be limited to the *goroawase* associated with the telephone number only. The telephone number selected is a telephone number with *goroawase* containing elements of *eigosuushi* or Japanese language numbers absorbed from English.

METHOD

The implementation of this research is done through three stages, namely data collection, data analysis, and exposure of data analysis. The method used in data collection is listing data using *goroawase*, listing telephone number of a company in advertising a commercial product as a technique to memorize the telephone number of companies producing commercial products.

The data is then sorted out using *goroawase* containing *eigосуushi*, the word absorption of the English language. After going through the data collection stage, the data is then analyzed and presented in the form of this paper.

FINDINGS AND DISCUSSION

To establish a *goroawase* related to a telephone number, there are three ways to read phone numbers commonly used in Japan. Schroup (2000) states that the three ways of reading are Sino-Japanese (*kangосуushi*) absorbed from Chinese; native (*wagосуushi*) which is considered to be a native Japanese word, and Anglo-Japanese (*eigосуushi*) absorbed from English as in table 1 below.

Table 1. Three Types of How to Read Japanese Numbers

Number	Sino-Japanese (<i>Kangосуushi</i>)	Native (<i>Wagосуushi</i>)	Anglo-Japanese (<i>Eigосуushi</i>)
0	ree	maru	o, zero
1	lchi	hito	wan
2	ni, ji	huta	tu
3	san	mi	surii
4	shi	yo, yon	ho, fo
5	go	itsu	faibu
6	roku	mu	sikkusu
7	sichi, hichi	nana	sebun
8	hachi	ya	eeto
9	kyuu, ku	kokono	nain
10	juu	too	ten

Three kinds of ways to read the Japanese language number is the basis of the formation of *goroawase* on the phone number. In the preparation stage, the way to read is often modified in order to produce a word or sentence desired. In order to be easily understood in the Japanese mind, how to modify the way Japanese pronunciation can be made in various ways, such as the reduction or addition of *mora* and the replacement of *gojuunzu* sound correlations.

Mora is a unit of sound in Japanese spoken in the same time lag quantity (one clap). Sometimes there are equate *mora* with syllable, but these two things are often not the same. For example, the word *Konnichiwa* 'Good Day or Hello' consists of five *mora*, namely [ko-n-ni-chi-wa] but has only four syllables, that is [kon-ni-chi-wa]. In short, the Japanese *mora* pattern formation is as follows:

V, they are a, i, u, e, o
 [y,w]V, they are wa, wo, ya, yu, yo
 CV, they are ha, sa, mi, etc
 CyV, they are kya, kyu, kyo etc
 Special Mora, they are N, Q, R.

N are nasal consonant like last of consonant *n* in *Nihon* 'Japan';

Q are consonant double marker like first of consonant *s* in *zasshi* 'magazine'; and

R is long vowel like second of vowel *o* in *Tookyoo* 'Tokyo city'.

In this case, V means the vowel sound and C means the sound of the consonant. *Mora* with the formation pattern V, [y, w] V, CV, with sound C are [k, s, t, n, h, m, y, r, w] and the special Mora N is the basic *mora* in the Japanese pronunciation system which is arranged in *gojuunzu*. The *Gojuunzu* form the following 46 *mora* diagrams as in table 2 below (Minna no Nihongo Shokyuu I Honyaku Bunpookaisetsu Eigoban, 2000).

Table 2. Gojuunzu Japanese Language

	Column a	Column i	Column u	Column e	Column o
Row a	a	i	u	e	o
Row k	ka	ki	ku	ke	ko

Row s	sa	shi	su	se	so
Row t	ta	chi	tsu	te	to
Row n	na	ni	nu	ne	no
Row h	ha	hi	fu	ne	ho
Row m	ma	mi	mu	me	mo
Row y	ya	(i)	yu	(e)	yo
Row r	ra	ri	ru	re	ro
Row w	wa	(i)	(u)	(e)	(o)
	n				

Gojuunzu is the basis of the formation of other mora, namely *cho'on* 'mora special R', *sokuon* 'special mora Q' and *yoo'on* 'mora with CyV pattern. Mora with CV pattern formed from variations of *mora* CV formation found in *gojuunzu*, i.e *mora* with sound C [g, z, d, b, p] in the table 3 below (Minna no Nihongo Shokyuu I Honyaku Bunpookaisetsu Eigoban, 2000).

Table 3. Mora CV Pattern Formed From Variations of Mora CV Formation Found in *Gojuunzu*

	Column a	Column i	Column u	Column e	Column o
Row g	ga	gi	gu	ge	go
Row z	za	ji	zu	ze	zo
Row d	da	ji	zu	de	do
Row b	ba	bi	bu	be	bo
Row p	pa	pi	pu	pe	po

Based on the formation of variations of how to read numbers on *goroawase* phone number in Japan that contains *eigosuushi* way of reading, the author will only put forward some data that briefly the author describes in the table 4-6 below.

Table 4. Variations of How to Read *Goroawase* on Phone Number 0120-889-480

Number	Variation How To Read			<i>Goroawase</i>
	<i>Kan'gosuushi</i>	<i>Wagosuushi</i>	<i>Eigosuushi</i>	
8	ha			<i>Hayaku shiwa zero (ni naru).</i>
8		ya		
9	ku			'As soon as the wrinkle disappears',
4	shi			
8	wa			
0			zero	

The phone number 0120-889-480 above is only made *goroawase* for the telephone number 889-480 only because 0120 is a toll-free telephone number that is generally understood by the Japanese. In order to deliver a message from a commercial advertisement that offers a beauty product,, the phone number of the beauty product manufacturer company makes *goroawase* with the phrase *Hayaku shiwa zero ni naru* which means 'As soon as the wrinkle disappears'.

The formation is as follows. The first is to read number 889 which means *hayaku* 'quickly'. In this case, number 8 is read as *kan'gosuushi*, i.e. the *hachi* is omitted from the final mora, i.e. [-chi] to form the sound of [ha] only. For the second number 8 is read in *wagosuushi*, ie *ya*. Next, number 9 read by *kan'gosuushi*, that is *ku*. The second part is the way of reading number 480 which shapes *shiwa zero* read as 'wrinkle disappear'. The trick is for number 4 which is formed by reading *kan'gosuushi*, that is *shi* 'four', number 8 is formed by *kan'gosuushi*, i.e. *hachi* omitted the final mora, i.e. [-chi] so that it becomes [ha] then directly correlated with consonant *gojuunzu* [w] to form the sound of [wa]. For the last number, 0 is read *eigosuushi* in full, i.e. zero. In order to form a new sentence that can state the process of change (before using the product offered and after using the product offered), then the *goroawase* that has been formed, namely *shiwa zero* with the *ni naru* phrase that states the process of change so that the whole sentence *Hayaku shiwa zero ni naru* 'As soon as the wrinkle disappears'.

Table 5. *Goroawase* on Phone Number 0120-070391

Number	Variation How To Read			Goroawase
	<i>Kan'gосуushi</i>	<i>Wagосуushi</i>	<i>Eigосуushi</i>	
0			on	<i>Onna o migaku no.1.</i> 'Number one in polish woman'.
7		na		
0			(w)o	
3		mi(ga)		
9	Ku			
1			No.1	

As in table 4, phone number 0120-070391 is shortened to phone number 070391 made into *goroawase*. This commercial also offers a beauty product for women (cosmetics) with *goroawase* phone numbers that are persuasive, namely *Onna o migaku no.1* 'Number one in polish women'.

In its formation, the number 0 is read *eigосуushi*, because it has a physical shape resembling the letter o with the addition of *mora* [n] behind it to form the way it is read [on]. Furthermore, number 7 is read in *wagосуushi*, i.e. *nana* with the final *mora* disappearance [-na] so that it becomes [na] only. Thus, the numbers 0 and 7 form the [onna] 'female'. 0 is read *eigосуushi* again, i.e. (w)o which marks a particle marker of the object, ie the *onna* 'female' formed by the numbers 0 and 7 in front of it. Numbers 3 and 9 are made into one word verb, that is *migaku* by way of forming the way of reading *wagосуushi*, that is [mi] added *mora* [-ga] followed by how to read *kan'gосуushi*, that is [ku] for number 9 in order to form verb *migaku* 'polish'. For the last number, ie 1 is read *eigосуushi*, ie the No.1 which is read [*namba wan*] to be modern impressive.

Table 6. Variations How to Read *Goroawase* on Phone Number 0120-05-1193

Number	Variation How To Read			Goroawase
	<i>Kan'gосуushi</i>	<i>Wagосуushi</i>	<i>Eigосуushi</i>	
0		maru		<i>Marugo ii kusuri.</i> 'The efficacious drug that passed the test'
5	go			
1	i			
1	i			
9	ku			
3			suri	

For the latest data, the pattern of *goroawase* formation for the telephone number 0120-05-1193 which is also made *goroawase* for phone number 05-1193 is as follows. Number 0 is read as *wagосуushi*, [maru] followed by the number 5 which is read by *kan'gосуushi*, ie [go] so as to form the *marugo* 'pass the test'. For the next number, the order of the numbers 1 and the number 1 are read by *kan'gосуushi*, ie the *ichi* omitted the final *mora*, ie [-chi], thus forming the adjective [ii] 'good, good'. Number 9 is read by *kan'gосуushi* that is [ku] and last for the number 3 read *eigосуushi*, that is the [suri] that is omitted the last *mora*, that is [-i] so that it is only read as the [suri]. Thus, the number 9-3 form the noun *kusuri* 'medicine'.

In total, this telephone number then forms a *goroawase* in the form of a sentence *Marugo ii kusuri* 'The efficacious drug that passed the test'. This phone number is an advertisement of a health product, which is a well-recognized drug because it has passed the test.

CONCLUSIONS AND SUGGESTIONS

From the data presented above, in the use of variations on how to read Japanese numbers in order to form *goroawase* on the telephone number there is no strict rules. The absence of strict rules here means that *goroawase* makers on free telephone numbers determine the desired way of reading, which consists of *kan'gосуushi*, *wagосуushi*, and *eigосуushi*. In addition, there is also freedom in the formation of variations of the way readings, for example with the addition or subtraction of *mora* and even a phrase that has nothing to do with how to read numbers that exist in the phone number, or replacement of elements C or V correlated in *gojuuonzu* diagram.

In connection with the use of *eigosuushi* in the formation of goroawase Japanese phone numbers, not all are used. Commonly used *eigosuushi* numbers are 0, 1, and 3. However, the use of *eigosuushi* enriches the desired way of reading in the effort of *goroawase* formation. This, of course, indicates that Japanese is a dynamic language, able to follow the development of the times because it would accept English as an international language by adopting its vocabulary, including in this case is the way of number pronunciation.

Acknowledgment

This article is part of the dissertation research results in the Doctoral Program of Ilmu-ilmu Humaniora FIB UGM with the title "Numeral Classifiers in Japanese Language". Therefore, the authors would like to thank Dr. Amir Ma'ruf, M.Hum and Dr.Tatang Hariri, M.A as promotor team of this dissertation.

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