

Pengalihan Makna Bahasa Inggris Khas Jepang pada Kanal YouTube *Nihongo Mantappu*

Shifting the Meaning of Japanese-Specific English on the *Nihongo Mantappu* YouTube Channel

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Abstrak

Wasei eigo merupakan bentuk bahasa Inggris khas Jepang yang diciptakan oleh masyarakat Jepang dengan mengadopsi dan memodifikasi kosakata dari bahasa aslinya. Pembelajaran *wasei eigo* dapat dilakukan melalui media digital, khususnya melalui video di kanal seperti YouTube. Penelitian ini membahas fenomena mengalihkan makna dalam *wasei eigo* dan penggunaannya dalam kanal YouTube *Nihongo Mantappu*. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis *wasei eigo* yang muncul serta menganalisis bentuk dan proses pengalihan makna yang terjadi. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan analisis semantik. Data dikumpulkan dari transkrip video pada kanal *Nihongo Mantappu* yang memuat penggunaan *wasei eigo*. Hasil penelitian menunjukkan bahwa pengalihan makna terjadi melalui berbagai mekanisme, seperti penyempitan, perluasan, maupun penyimpangan makna dari bahasa Inggris aslinya. Fenomena ini mencerminkan dinamika bahasa dan budaya dalam masyarakat Jepang serta menunjukkan bagaimana media digital berperan dalam menyebarkan bentuk-bentuk bahasa yang mengalami adaptasi lokal. Selain itu, penelitian ini juga diharapkan dapat memberikan kontribusi terhadap kajian linguistik, khususnya pada bidang semantik dan sosiolinguistik Jepang.

Kata kunci: *Gairaigo*, *Nihongo Mantappu*, Pengalihan Makna, Semantik, *Wasei Eigo*

Abstract

Wasei Eigo is a form of Japanese-specific English created by Japanese people by adopting and modifying vocabulary from the origila language. Wasei eigo can be learned



through digital media, particularly through videos on channels such as YouTube, This study examines the phenomenon of meaning transfer in wasei eigo and its use on the Nihongo Mantappu YouTube channel. The objective of this study is to identify the types of wasei eigo that appear and analyze the forms and processes of meaning transfer that occur. This study uses a qualitative descriptive method with a semantic analysis approach. Data was collected from video transcripts on the Nihongo Mantappu channel that contain the use of wasei eigo. The results of the study show that meaning transfer occurs through various mechanism, such as narrowing, broadening, or deviating from the original English meaning. This phenomenon reflects the linguistic and cultural dynamics within Japanese society and demonstrates how digital media plays a role in disseminating forms of language that have undergone local adaptation. Additionally, this study is expected to contribute to linguistic research, particularly in the fields of semantics and Japanese sociolinguistics.

Keywords: Gairaigo, Meaning Shift, Nihongo Mantappu, Semantics, Wasei Eigo

INTRODUCTION

Globalization has led to intensive language contact between countries, particularly through digital media (Lestari dkk., 2020; Masrokhah & Fajrin, 2022; Ume, 2020). One linguistic phenomenon emerging from this contact is *wasei eigo*, which refers to English-derived vocabulary that has undergone phonological and semantic modifications by Japanese speakers (Edriani & Putri, 2019; Yani, 2018). In practice, *wasei eigo* does not always have the same meaning as its English equivalent, resulting in what is known as a shift meaning.

The phenomenon of *wasei eigo* has become an integral part of everyday communication in Japan (Masrokhah & Fajrin, 2022). This has prompted language researchers to study it within the field of Japanese linguistics, particularly in the areas of semantics and sociolinguistics. Previous studies have extensively discussed the use of *wasei eigo* in both print and digital media contexts (Masrokhah & Fajrin, 2022; Rahayu dkk., 2022; Ramadhan & Putri, 2024). However, the use of *wasei eigo* in digital media, especially through video channels such as YouTube, has rarely been studied in depth, particularly in the context of spreading Japanese language culture to international audiences.

One of the channels contributing to this phenomenon is *Nihongo Mantappu*, a popular YouTube channel run by an Indonesian content creator who studied in Japan. This YouTube channel was created in 2018 and has now surpassed 10 million subscribers. The channel combines educational and entertainment elements introduce Japanese culture, including the use of unique vocabulary such as *wasei eigo*, both explicitly and implicitly, in various communication contexts.

During the process of absorption, *wasei eigo* often undergoes a shift in meaning from its original form in English (Yani, 2018). This shift in meaning involves various semantic mechanism such as semantic expansion, narrowing, or unique semantic deviation. Studies identifying shifts in meaning in *wasei eigo* are important for revealing how a society constructs new meanings for a foreign language, as well as how that language functions in social and cultural contexts (Anggia Putri, 2018; Edriani & Putri, 2019; Masrokhah & Fajrin, 2022; Rahayu dkk., 2022).

Based on this background, this study aims to (1) identify the forms of *wasei eigo* used in the *Nihongo Mantappu* YouTube channel, and (2) analyze the process of meaning transfer that occurs compared to the original meaning in English. This study is expected to enrich the study of language dynamics in digital media and contribute to the study of contemporary Japanese semantics and sociolinguistics.

METHODS

This study uses a qualitative descriptive approach (Rose dkk., 2020) with a focus on semantic analysis of the form and transfer of meaning of *wasei eigo* that appears on the *Nihongo Mantappu* YouTube channel. This approach was chosen because it is suitable for describing in depth linguistic phenomena that are contextual and culturally meaningful (Podesva & Sharma, 2014).

The data source for this study is videos uploaded to the *Nihongo Mantappu* channel between January 2020 and January 2021. This period was selected based on the consistency of content uploads that included interactions with the Waseda Boys, where there were many explicit and implicit entions of *wasei eigo* vocabulary. Using these criteria, 33 videos were selected purposively (Rose dkk., 2020), based on the presence of utterances that contained a large amount of *wasei eigo* vocabulary.

Data collection techniques were carried out through transcription and free listening to selected videos (Rose dkk., 2020). The *wasei eigo* vocabulary found will then be classified based on its form and frequency of occurrence. Furthermore, each vocabulary item will be analyzed by comparing its meaning in the context of its use in the video with its original meaning in English.

Meanwhile data analysis techniques were conducted with reference to Shibasaki et al.'s (2007) theory of Japanese language meaning classification, which includes mechanism such as *Imizurekata* (meaning deviation), *Tanshukukata* (word shortening), *Junwaseikata* (English word combinations), dan *Eigohyouhenfuzai kata* (no equivalent expression in English). To strengthen the validity of the data, we also used references from online *Wasei Eigo* dictionary (Weblio 和製英語辞書, t.t.), the Oxford English Dictionary (Oxford University Press, t.t.), and considered the linguistic context in Japanese.

This study also pays attention to ethical aspects by not displaying visual or audio content without permission, and only using transcripts of statements that are relevant to the purpose of academic analysis.

RESULT AND DISCUSSION

This study successfully identified a number of *wasei eigo* vocabulary words that appear in videos on the *Nihongo Mantappu* channel. Through the analysis of 33 videos, 25 vocabulary words were found to be classified as *wasei eigo*. Based on this, there were 5 data sets classified under the *imizurekata* (meaning deviation) category, 15 data sets under the *tanshukukata* (word shortening) category, 1 data set under the *junwaseikata* (combination of English words) category, and 4 data sets under the *eigohyougenfuzai kata* (no equivalent expression in English) category. These terms are not only used by content creators but are also displayed in written form and visual illustrations within the videos. Here are some examples of *wasei eigo* terms with the highest frequency through the videos identified:

Table 1.

list of some *wasei eigo* vocabulary found in videos on the *Nihongo Mantappu* YouTube channel (January 2020-January 2021)

No.	<i>Wasei Eigo</i>	Original form	Meaning JP (<i>Wasei Eigo</i>)	Meaning EN	Category (Shibasakidkk., 2007)
1.	パーフィューム (<i>paafiyuumu</i>)	<i>Parfume</i>	Room freshener	<i>Air freshner</i>	<i>Imizurekata</i> (意味ずれ型)
2.	ラウンドリ (<i>raundori</i>)	<i>Laundry</i>	Washing machine	<i>Washing machine</i>	<i>Imizurekata</i> (意味ずれ型)
3.	プール (<i>puuru</i>)	<i>Pool</i>	Swim	<i>Swim</i>	<i>Imizurekata</i> (意味ずれ型)
4.	マンション (<i>manshon</i>)	<i>Mansion</i>	Apartment	<i>Apartment</i>	<i>Imizurekata</i> (意味ずれ型)
5.	ラッピングテープ (<i>rappingu teepu</i>)	<i>Wrapping tape</i>	Duct tape	<i>Duct tape</i>	<i>Imizurekata</i> (意味ずれ型)
6.	コンビニ (<i>konbini</i>)	(<i>Conveni</i>)ence	Convenience store	<i>Convenience store</i>	<i>Tanshukukata</i> (短縮型)
7.	ハーフ (<i>haafu</i>)	<i>Half</i>	mixed	<i>Half breed</i>	<i>Tanshukukata</i> (短縮型)
8.	リビング (<i>ribingu</i>)	<i>Living room</i>	Living room	<i>Living room</i>	<i>Tanshukukata</i> (短縮型)
9.	チョコ (<i>choko</i>)	<i>Choco</i>	Chocolate	<i>Chocolate</i>	<i>Tanshukukata</i> (短縮型)
10.	ジャンキ (<i>janki</i>)	<i>Junk</i>	Junk food	<i>Junk food</i>	<i>Tanshukukata</i> (短縮型)
11.	バーガー (<i>baagaa</i>)	<i>Burger</i>	Meat bun	<i>Hamburger</i>	<i>Tanshukukata</i> (短縮型)
12.	パソコン (<i>pasokon</i>)	<i>Per(sonal) com(puter)</i>	Laptop, personal computer	<i>Personal computer, laptop</i>	<i>Tanshukukata</i> (短縮型)
13.	テレビ (<i>terebi</i>)	<i>Televi(sion)</i>	Television	<i>Television</i>	<i>Tanshukukata</i> (短縮型)
14.	マック (<i>makku</i>)	<i>Mac</i>	McDonald's	<i>McDonald's</i>	<i>Tanshukukata</i> (短縮型)
15.	コンタクト (<i>kontakuto</i>)	<i>Contact</i>	Contact lens	<i>Contact lens</i>	<i>Tanshukukata</i> (短縮型)
16.	アニメ (<i>anime</i>)	<i>Animation</i>	Animated cartoon	<i>Animated cartoon</i>	<i>Tanshukukata</i> (短縮型)
17.	デパート (<i>depaato</i>)	<i>Depart(ment store)</i>	Department store	<i>Department store</i>	<i>Tanshukukata</i> (短縮型)
18.	スーパー (<i>suupaa</i>)	<i>Super(market)</i>	Supermarket	<i>Supermarket</i>	<i>Tanshukukata</i> (短縮型)

19.	オムライス (omuraisu)	Omelette rice	Fried rice omelette	Fried rice omelette	Tanshukukata (短縮型)
20.	コスプレイヤー (kosupureiyaa)	Costume player	Cosplayer	Cosplayer	Tanshukukata (短縮型)
21.	プリン (purin)	Pudding	Pudding	Pudding	Junwaseikata (純和製型)
22.	プライボーイ (puraiboi)	Playboy	womanizer	Womanizer	Eigohyougenfuzai kata (英語表現不在型)
23.	プロシェフ (puro shefu)	Pro(fffesional) chef	Professional cook	Chef	Eigohyougenfuzai kata (英語表現不在型)
24.	コンディション グット (kondishon gutto)	Condition good	Fine	Fine	Eigohyougenfuzai kata (英語表現不在型)
25.	ウォーキング デード (wookingu deedo)	Walking dead	The haunting ghost	zombie	Eigohyougenfuzai kata (英語表現不在型)

Furthermore, a more detailed analysis of each of the four categories of *wasei eigo* in the Table 1 will be explained as follows:

The Process of Meaning transfer in *Wasei Eigo*

Imizurekata (meaning deviation)

Imizurekata is a term used for words that have a different meaning from their original meaning in English. There are total of 4 entries in the *Imizurekata* category from selected videos of *Nihongo Mantappu* YouTube channel. The following is an analysis of several *wasei eigo* vocabulary words in the *imizurekata* category:

Table 2.

The shift in meaning of the word パーフィューム (*paafiyuumu*) and ランドリー (*randorii*)

No.	<i>Wasei Eigo</i>	Original Form	Meaning JP (Weblio 和製英語辞書, t.t.)	Meaning EN (Oxford University Press, t.t.)
1.	パーフィューム (<i>paafiyuumu</i>)	Perfume	Air freshener	A liquid used to make the skin smell nice, a liquid with a sweet scent (Oxford University Press, t.t.)
2.	ランドリー (<i>randorii</i>)	Laundry	Laundry, washing machine (Weblio, t.t.)	Clothes or fabrics that need to be washed, the task of washing clothes, a place that provides laundry services ("Laundry," t.t.)

The English lexical meaning in Table 2 shows that the Japanese word of "*Perfume*" covers all types of fragrances, including both body fragrances and room fragrances.

Meanwhile, the context of the use of the word パーフィューム (*paafiyuumu*) further in the video found is as follows:

…なんか質のパーフィューム

“...something for air freshener” (Nihongo Mantappu, 2021e)

Through this instance, it is evident that the meaning of the word “*Perfume*” in Japanese differs significantly from its meaning in English. In the mentioned video, パーフィューム (*paafiyuumu*) refers to room freshener, whereas in English, the word perfume is generally only used to refer to body fragrance.

In the video conversation, Jerome and the members of *Waseda Boys* are in the fragrance section and express their need to buy a high-quality air freshener to give Tomo’s room a pleasant scent. This reinforces the fact that the use and function of the word パーフィューム (*paafiyuumu*) in Japanese is not identical to the use of the word perfume by native English speakers.

Thus, there is a striking difference in meaning between the two languages. Although it comes from the English word “perfume,” native speakers do not use this word to refer to air fresheners. Therefore, the *wasei eigo* パーフィューム (*paafiyuumu*) can be categorized as *Imizurekata*, which is a shift in meaning that occurs when a loanword shifts from its original meaning.

Meanwhile, the meaning of the word ランドリー (*randorii*) seems similar to its original meaning in English, which is “laundry.” However, in one of the videos on the *Nihongo Mantappu* YouTube channel, the word is not used in the sense listed in the dictionary. In this context, the word ランドリー (*randorii*) actually refers to a washing machine.

洗濯がさあ、したときなんか、泡だとすごい…ランドリーや…

“When I started washing, there’s usually a lot... like a washing machine...” (Nihongo Mantappu, 2021d)

The meaning of ランドリー (*randorii*) in this context differs from its meaning in English and its definition in Japanese dictionaries. In the video, this word is Tomo’s response to Otsuka’s statement, who is stirring fruit ice cream until it becomes foamy and comparing it to a washing machine in operation. Therefore, there is a shift in meaning between English and Japanese when using this word.

Through this explanation, it can be seen that the use of the word “laundry” has a significant difference in meaning. In English, “laundry” refers to laundry, the act of washing clothes, or a laundry service. Although it originates from English, native speakers do not use this term to refer to a washing machine. Based on this explanation, the Japanese loanword ランドリー (*randorii*) is categorized as a 意味ずれ型 (*Imizurekata*) because there has been a shift in meaning from the language source.

Junwaseikata (Combination of English Words)

Junwaseikata is a category of *wasei eigo* that does not have an original vocabulary in English, but is considered to be a vocabulary that exists in English. On the *Nihongo Mantappu* YouTube channel, only one entry was found that belonged to the *Junwaseikata* category.

Table 3.The shift in meaning of the word プリン (*purin*)

No.	Wasei Eigo	Original Form	Meaning JP (Weblio 和製英語辞書, t.t.)	Meaning EN (Oxford University Press, t.t.)
1.	プリン (<i>purin</i>)	Pudding	Pudding with caramel sauce	(1) A sweet dish eaten at the end of a meal. (2) a sweet dessert such as fruit-flavored cream, chocolate, etc.

プリン (*purin*) is a *wasei eigo* word that does not exist in English. However, upon further examination, this word appears to be a loanword from English. On the *Nihongo Mantappu* YouTube channel, the word プリン (*purin*) is used as follows:

岡本や、温泉のあと今プリンでしょうね。

“Okamoto store, after soaking in hot water, eat pudding (here).” (Nihongo Mantappu, 2021a)

The word プリン (*purin*) is a phonological adaptation of the English word “Pudding”. Although it sounds like a loanword, プリン (*purin*) does not actually exist in the English vocabulary. This word was created by the Japanese people and belongs to the category of *wasei eigo*.

The derivation of the word プリン (*purin*) was influenced by the difficulty in pronouncing the double consonant [dd] in pudding, which is often simplified or replaced with the consonant [r] in Japanese pronunciation, in accordance with the phonological system of the Japanese language. Therefore, the word pudding underwent phonetic adaptation to become プリン (*purin*). Since it is not recognized in English and is only used in the context of Japanese, this word is classified as *wasei eigo* in the *Junwaseikata* category.

Tanshukukata (Word Shortening)

Tanshukukata is a category of *wasei eigo* that is formed by shortening a word. Among the 25 *wasei eigo* entries found, 15 were classified as *Tanshukukata*. This section will only explain two analyses of the entire *wasei eigo* vocabulary classified as *Tanshukukata*, which are as follows:

Table 4.The shift in meaning of the word コンビニ (*konbini*) and チョコ (*choko*)

No.	Wasei Eigo	Original Form	Meaning JP (Weblio 和製英語辞書, t.t.)	Meaning EN (Oxford University Press, t.t.)
1.	コンビニ (<i>konbini</i>)	Conveni(ence store)	Convenience store	Convenience store
2.	チョコ (<i>choko</i>)	Choco(late)	Chocolate	A hard sweet food made from cocoa beans used to add flavor to dishes, a sweet object made from or covered in chocolate, a drink made from a mixture of chocolate powder and

water or hot milk, dark
brown in color.

Table 4 (1) shows the vocabulary word コンビニ (*konbini*) with the following context:

オケ、今コンビニで朝食を買いたい。

“Okay, now we want to buy breakfast at the convenience store.” (Nihongo Mantappu, 2021f)

In this context, Jerome and the *Waseda Boys* are seen buying breakfast at a convenience store. The word コンビニ (*konbini*) was borrowed from the English word “convenience store.” In Japanese, *konbini* refers to a convenience store that is open 24 hours a day, usually selling food, snacks, drinks, daily necessities, and personal items. This term is a shortened form of the word コンビニエンスストア (*konbiniensu sutoa*), which is a loanword from English. There is no change in meaning between the Japanese term コンビニ (*konbini*) and the English term “convenience store.” Both terms mean “convenience store,” but *konbini* is a shortened form of the word.

Based on the above, it can be seen that the word コンビニ (*konbini*) is formed from the abbreviation of the word “convenience store” by removing the last two syllables and the suffix from English. This abbreviation causes a difference in vocabulary used by native Japanese speakers and native English speakers. Therefore, native English speakers are not familiar with the term コンビニ (*konbini*), even though it is a loanword from English.

Meanwhile, in table 4 (2), there is the word チョコ (*choko*), which is a loanword from the English word “chocolate.” The context of its use in the sentence is as follows:

チョコ好きなんですね…

“You like chocolate, right?.” (Nihongo Mantappu, 2021b)

In this context, Jerome, Yusuke, and Tomo are choosing between vanilla and chocolate cake to eat together when they surprise Otsuka, and they ultimately decide on chocolate.

There is no difference in meaning between the word “chocolate” and チョコ (*choko*) in Japanese. However, the word “chocolate” has been shortened when adopted into Japanese. Therefore, native English speakers may not understand the word チョコ (*choko*) even though it is derived from the English word.

Eigohyoudenfuzai kata (No Equivalent Word in English)

Eigohyoudenfuzai kata is a category of *wasei eigo* consisting of two or more English words combined to form a new word in Japanese. In *Nihongo Mantappu* YouTube channel, there are 4 entries that can be classified as *Eigohyoudenfuzai kata*. In this section, we will analyze one of these examples.

Table 5.The shift in meanings of the word プロシェフ (*puuro shefu*)

No.	Wasei Eigo	Original Form	Meaning JP (Weblio 和製英語辞書, t.t.)	Meaning EN (Oxford University Press, t.t.)
1.	プロシェフ (<i>puuro shefu</i>)	Pro + Chef	Professional cook	(1) Professional: doing something as a paid job rather than as a hobby; connected with a job that needs special training of skill, especially one that needs a high level of education. (2) Chef: a person whose job is to cook, especially the most senior person in a restaurant, hotel, etc.

プロシェフ (*puuro shefu*) is a combination of two English words, “pro” and “chef.” An example of the use of *wasei eigo* プロシェフ (*puuro shefu*) is as follows:

うわー、プロシェフ？

“Wow, a professional chef?” (Nihongo Mantappu, 2021c)

In the video, Otsuka is seen frying rice in a manner resembling a professional chef. Jerome then remarks that Otsuka looks like a skilled chef, using the expression プロシェフ (*puuro shefu*). This term is a form of *wasei eigo* referring to a professional chef. Although it sounds like an English phrase, this expression is an unique phonological and morphological adaptation to Japanese and is not used in the original English context.

Context of Use of *Wasei-Eigo* in the *Nihongo Mantappu* YouTube Channel

The *Nihongo Mantappu* YouTube channel often uses *wasei eigo* for educational and entertainment purposes. Content creators usually insert these words into dialogues, illustrations, or explanations of Japanese culture for their audience. The use of *wasei eigo* in this channel also serves as an indirect learning tool for viewers, especially in terms of recognizing the differences in meaning between the original English and Japanese versions. This is in line with research conducted by Masrokhah & Fajrin (2022), Rahayu et al. (2022), and Pratiwi (2023), which shows that digital media plays an important role in the spread of cross-cultural linguistic phenomena and opens up space for discussion about shifts in meaning in a global context.

Furthermore, through the number of *wasei eigo* words found in this study's data, it can be seen that Japanese people tend to shorten words in many cases and situations, especially in foreign loanwords (Edriani & Putri, 2019; Pratiwi, 2023; Rahayu dkk., 2022). This arises due to differences in the phonological forms of Japanese and other languages. The absence of consonants in the Japanese language makes many loanwords longer, so to make them more efficient, native Japanese speakers tend to shorten words borrowed from foreign languages.

CONCLUSION

This study aims to identify and analyze the use of *wasei eigo* in videos uploaded by the *Nihongo Mantappu* YouTube channel between January 2020 and January 2021, particularly those featuring interactions with *Waseda Boys*.

Based on the data analysis, a number of *wasei eigo* were found to be used both explicitly and implicitly, indicating shifts in meaning, abbreviations, and the creation of Japanese-specific terms from English. Through these findings, the *wasei eigo* that appeared can be classified into the categories of *Imizurekata* (meaning deviation), *Tanshukukata* (word shortening), and *Junwaseikata* (combination of English words), as explained by Shibasaki et al. (2007). The use of *wasei eigo* demonstrates linguistic adaptation that not only reflects linguistic creativity but also shows how Japanese culture absorbs and modifies foreign elements to suit their communicative needs.

Additionally, the context of use in videos often relates to daily life, humor, and informal situations, reinforcing the function of *wasei eigo* as a marker of distinctive linguistic style and cultural identity for young people in Japan.

CONFLICT OF INTEREST

There is no conflict of interest to declare in this article.

ETHICAL CLEARANCE

This study was approved by the institution.

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