

Volume 10 No. 1, June 2023



Gender Equality in Shigematsu Kiyoshi's Novel <i>Tsubame Kinenbi</i>	Wiastiningsih	1-19
The Analysis of Connotative Meaning of "Sword" in <i>Kanji</i> with <i>Ritto Bushu</i>	Milatul Khusnaini, Dwi Anggoro Hadiutomo	20-35
Discourse Analysis of <i>Otaku</i> Tours Advertisements in Akihabara	Zaneta Arsy Arianti, Nisfi Azkiya, Ashyla Difia Putri, Pedro Putra Pamungkas, Dhaniswari Ananta Ayu	36-54
The Charm of Tea Ceremony (<i>Chanoyu</i>): Analysis of Imagery and Philosophy in Sen no Rikyuu's <i>Rikyuu Hyakushuu</i> Poetry	Cicilia Tantri Suryawati, Ramadhani Firdaus Hidayat	55-69
Analisis Kesalahan dalam Penulisan Email Bisnis Jepang	Yuniarsih, Joe Ariska Putra	70-86
<i>Kawaii Bunka</i> in Visiting Japanese Maid Cafe @Home Cafe Akihabara Vlog	Indah Fajriyatus Zahroh, Venita Putri Ardiani P.S., Nabila Ainur Rahma, Nurul Azizah, Nabila Vina Fairuzzahra	87-98

Japanology: The Journal of Japanese Studies (print ISSN: 2302-2876, e-ISSN: 2985-8380) is a scholarly publication dedicated to Japanese studies, encompassing culture, linguistics, literature, history, and related fields. Established in 2012, the journal aims to disseminate scientific research on Japan.

Published biannually in June and November by the Department of Japanese Studies at the Faculty of Humanities, Universitas Airlangga (UNAIR), Indonesia, Japanology invites manuscripts in Indonesian or American English that comply with its author guidelines and align with its focus and scope.

History: Japanology was established in 2012 with the print ISSN (2302-2876). Initially published in print, the journal transitioned to an online format in 2018, and a new e-ISSN (2985-8380) was obtained in 2023. Publication was temporarily suspended in 2021 due to the COVID-19 pandemic, but resumed in 2022.

Japanology publishes: full reports of research projects including background, theoretical frameworks, methodology and data, results and discussion.

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Foreword

It is with great gratitude that we present Japanology Journal Vol. 10 No. 1, June 2023, which contains a series of interdisciplinary research articles. This issue focuses on the exploration of Japan's unique and complex culture, from traditional values to modern cultural manifestations that influence global society.

One of the major themes in this issue is the interaction between tradition and modernity in Japanese culture. The article *The Charm of Tea Ceremony (Chanoyu): An Analysis of Imagery and Philosophy in Sen no Rikyu's Rikyu Hyakushuu Poetry* explores the deep philosophy behind the Japanese tea tradition, chanoyu. This tradition, with its aesthetic value and simplicity, is a symbol of harmony and respect that continues to be relevant today. This philosophy can also be found in modern popular culture, as discussed in *Kawaii Bunka in Visiting Japanese Maid Cafe @Home Cafe Akihabara Vlog*. *Kawaii* culture showcases a different side of Japan, where elements of tradition meet a modern appeal oriented towards entertainment and unique experiences.

Language and communication is another central theme in this issue. The article *The Analysis of Connotative Meaning of "Sword" in Kanji with Ritto Bushu* reveals the connotative meaning in traditional kanji, reflecting how rich and varied their language is. On the other hand, the article *Error Analysis in Japanese Business Email Writing* highlights the importance of understanding language and ethics in professional communication, which is a challenge in the modern business world.

The world of tourism and pop culture is also highlighted in the article *Discourse Analysis of Otaku Tours Advertisements in Akihabara*. This article shows how areas like Akihabara combine Japanese tradition with modern appeal through *otaku*-based tourism. This phenomenon shows how Japan uses its cultural identity as a global attraction.

Meanwhile, the article *Gender Equality in Shigematsu Kiyoshi's Novel Tsubame Kinenbi* discusses the issue of gender equality that is gaining more attention in Japan. Through literature, this theme reveals the social dynamics that challenge Japan to harmonize traditional values with the demands of equality in the modern era.

We hope that this collection of articles will provide readers with new insights and inspiration in understanding the uniqueness of Japan's evolving culture. Happy reading!

Surabaya, June 2023

Sincerely,
Japanology Editor

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Vol. 10 no. 1 June 2023

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Table of Contents

Gender Equality in Shigematsu Kiyoshi's Novel <i>Tsubame Kinenbi</i> Wiastiningsih.....	1
The Analysis of Connotative Meaning of "Sword" in <i>Kanji with Ritto Bushu</i> Milatul Khusnaini, Dwi Anggoro Hadiutomo.....	20
Discourse Analysis of <i>Otaku</i> Tours Advertisements in Akihabara Zaneta Arsy Arianti, Nisfi Azkiya, Ashyla Difia Putri, Pedro Putra Pamungkas, Dhaniswari Ananta Ayu	36
The Charm of Tea Ceremony (<i>Chanoyu</i>): Analysis of Imagery and Philosophy in Sen no Rikyuu's <i>Rikyuu Hyakushuu</i> Poetry Cicilia Tantri Suryawati, Ramadhani Firdaus Hidayat.....	55
Analisis Kesalahan dalam Penulisan Email Bisnis Jepang Yuniarsih, Joe Ariska Putra	70
<i>Kawaii Bunka</i> in Visiting Japanese Maid Cafe @Home Cafe Akihabara Vlog Indah Fajriyatus Zahroh, Venita Putri Ardiani P.S., Nabila Ainur Rahma, Nurul Azizah, Nabila Vina Fairuzzahra	87

ISSN 2985-8380



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