



Sociocultural Patterns of Manga Title Formation in *Shuukan Shounen Janpu*

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ABSTRACT

This research aims to describe the pattern of manga title formation in manga. The method used in this research is a descriptive method with a qualitative approach. The data in this study were collected using the observation and note-taking technique. Object of this research is 20 manga titles contained in the weekly manga tabloid *shuukan shounen janpu* edition No. 16 of 2024. The result of this study is that there are 3 patterns of manga title formation used in “*shuukan shounen janpu*”, consisting, 1. Name Based; 2. Curiosity Based; 3. Dialog Based. The most used pattern is the first one with 9 titles. From these results, we can conclude that to attract the reader’s interest, half of the Japanese manga serialized in *shuukan shounen janpu* use the name based pattern.

Keywords: Title, Manga, Pattern, Formation, Japanese

1. INTRODUCTION

Language is a communication tool used by humans in the form of structured sound symbols that are spoken orally by human speech organs or in writing in various media (Arianingsih, 2014). Manga is one of the media that is a form of popular culture originating from Japan, where the manga phenomenon has become a global phenomenon that affects several aspects of life, ranging from language, art, literature, and academic research.

Inevitably, before reading a story of manga, readers will read the title first. Therefore, the title has a very important function, in attracting readers' interest and briefly explaining the content of the story. Nadie (2018) states that the title is a storefront that functions to provide a little leak about what is in the works. If the title is interesting and invites curiosity, of course people will try to get more information further. In other hand, Sudaryanto (2011) states that, brief description of the literary work are the main functions of the title in a literary work because title is like an identity of literary works.

In term of sociocultural approach, identity could be linguistically indexed through labels, implicatures, stances, styles, or linguistic structures and systems (Bucholtz and Hall, 2015). from this statement it can be assumed that the title which is the identity of a literary work can be studied based on a sociocultural approach.

The focus of this research is on the pattern of manga titles formation in the weekly manga tabloid entitled *shuukan shounen janpu* edition number 16 in 2024 to describe the word structure that forms manga titles in Japan. Understanding the pattern and structure of manga title formation, it is expected to provide knowledge of how manga identity that described by the title and influence readers' interest in reading the manga.

2. LITERATURE REVIEW

There has never been any research on the pattern of elements forming manga titles. However, despite of this, there are some studies that examine how the patterns of elements forming the titles of various kinds of written works. For example, Sumamo (2005) states that the pattern of elements forming the title of an article in a newspaper can be studied based on the viewpoint of the functional elements of the words forming it. That is, the words that make up the titles of newspapers can be classified based on their syntax functions. Sumarno (2005) also states that the syntax instruments in newspaper article titles are intended so that the headlines can effectively convey the vision and mission of the print media. Another research that examines the pattern of elements forming the title of a written work is Kasih (2022), who raises the titles of short stories as the focus of her research. Although it still examines the pattern of elements forming the title of a short story from a syntactic point of view, in contrast to Sumarno (2005) who raised irregularities in writing newspaper article titles, Kasih (2022) classifies the functional elements of words forming short story titles. In other words, Kasih (2022) examines how subjects, predicates, objects and adverbs form short story titles.

Meanwhile, Pratama (2018), Mardiyah (2018), Hadiyat (2019) and Pramesti (2020) studied the formation of clickbait titles in online news article headlines. Pramesti (2020) stated that clickbait is a tricky title, which is usually used by content creators to attract readers. Meanwhile, clickbait can be classified based on the number of words forming the title, the language style of the words forming the title, the use of punctuation, conjunctions, as well as numbers in the title, and so on (Chen, et al, 2015; Chakraborty, et al, 2016). In other words, although they take a different perspective from Sumamo (2005) or Kasih (2022), it can be concluded that the studies on clickbait titles above also examine the pattern of title formation in terms of syntax.

However, this study will examine how the patterns of the elements that make up manga titles are based on the meanings of the words that make up manga titles. In other words, not from a syntactic point of view, but from a semantic point of view with a sociocultural approach.

3. METHODOLOGY

This type of research is descriptive research which aims to describe information about the symptoms of existing phenomena (Zellatifanny and Mudjiyanto, 2018), and is conducted with a qualitative approach which aims to find as much data as possible (Paltridge and Phakiti, 2015) so as to be able to produce data as it is based on existing facts.

The data in this study were collected using the listening and note-taking technique which is a method for collecting data with the aim of strengthening the theoretical basis used in the research.

The object of this research is 20 manga titles contained in the weekly manga tabloid Shuukan Shounen Jump edition number 16 of 2024 which are summarized in table 1 below.

Table 1: The Object of This Research

No.	Title	Author
1.	Ao no Hako	Kouji Miura
2.	Akane Banashi	Yuuki Suenaga & Takamasa Moue
3.	ONE PIECE	Eichirou Oda
4.	SAKAMOTO DAYS	Yuuto Suzuki
5.	My Hero Academia	Kouhei Horikoshi
6.	Kiru Ao – Kill Blue -	Tadatoshi Fujimaki
7.	Witch Watch	Kenta Shinohara
8.	Choujun! Choujou Senpai	Shun Numa
9.	Dear Anemone	Rin Matsui
10.	Mission: Yozakura Family	HItsuji Konda ira
11.	Nigejouzu no Wakagimi	Yuusei Matsui
12.	Kagurabachi	Takeru Hokazono
13.	Nue no Onmyouji	Kouta Kawae
14.	Andeddo Anrakku	Yoshifumi Todzuka
15.	Boku to Roboko	Shuuhei Miyazaki
16.	Mama Yuuyuu	Yoshihiko Hayashi
17.	Ruirui Senki	Kento Amemiya
18.	Two On Ice	Eruku Itsumo
19.	Guriin Guriin Guriinzu	Kento Terasaka
20.	Ruri Doragon	Masaoki Shindou

4. DISCUSSION

The following are the research findings that make up the results of this study.

Table 2: Manga Series Title Formation

No.	Type of Formation Patterns	Number Titles
1.	Name Based Pattern	9
2.	Curiosity Based Pattern	8
3.	Dialog Based Pattern	3

As shown in Table 2 above, the title formation pattern of the manga series in the weekly manga tabloid shuukan shounen jump issue No. 16 of 2024 is dominated by the

1st formation pattern type, namely “Name Based Pattern” with a total of 9 titles. This is followed by the 2nd type of formation pattern, “Curiosity Based Pattern” with 8 titles, and the 3rd formation pattern, “Dialog Based Pattern” with 3 titles.

Then, we will discuss one by one the title formation patterns used in manga series titles in the weekly manga tabloid *shuukan shounen jump* issue No. 16 of 2024.

4.1 Name Based Pattern

The title formation pattern with this classification features names such as character names, place names, object names that are the main motive in the manga story. This type of title formation pattern is the most widely used formation pattern in manga series titles in the weekly manga tabloid *shuukan shounen jump* issue No. 16 of 2024, with a total of 9 titles.

However, when examined in more detail, of the 9 titles with this title formation pattern, can be classified in detail, as follows:

Table 3: Classification of Name Based Title Formation Pattern

No.	Classification of Title Formation Pattern	Number of Titles
1.	Featuring Several Combination Kind of Name	7
2.	Featuring Only One Kind of Name	2

As could be seen in table 3 above, there are only 2 manga title which only featuring one kind of name. For example, “Andeddo Anrakku”, which can be classified as a manga title that features the name of the character that appears in the story; And, “ONE PIECE”, which are titles that feature the name of the item or goal that is the main motive in the story.

However, title which combining several kind of names that become key words in the manga story dominating this classification. For example, the title “Ao No Hako” is an amalgamation of “*Hako*”, which is analogous to the square-shaped sports arena that is the main place of the story, and “*Ao*”, which is analogous to the twists and turns of high school romance that is the main motive of the story.

The other 6 titles are a combination of the name of the character that appears in the story and the object or goal that is the main motive of the character in the story. For example, “Akane Banashi”, where “Akane” is the name of the main character and “*Banashi*” which means story is the main motive in this story. There are also titles like “Mission: Yozakura Family”, which features the “Yozakura Family” as the main characters in the story and “Mission” as the main motive in the story. Similarly, the titles “Sakamoto Days”, “Choujun! Choujou Senpai”, “Ruri Dragon” and “Nue No Onmyouji”.

4.2 Curiosity Based Pattern

The title formation pattern with this classification features mysterious keywords that can attract the reader's attention. This type of title formation pattern is the second most common pattern used in manga series titles in the weekly manga tabloid “*shuukan shounen jump*” edition No. 16 in 2024 with a total of 8 titles.

The manga serial titles that use this second title formation pattern can be classified in detail, as follows:

Table 4: Classification of Curiosity Based Title Formation Pattern

No.	Classification of Title Formation Pattern	Number of Titles
1.	Including Mystery That Could Be Understood by Reading it's Story	5
2.	Including Combination of Normal and Peculiar Word	2
3.	Including Motive Number of Story	1

As can be seen in Table 4 above, the largest classification in the title formation pattern in this type of classification, namely "Including Mystery That Could Be Understood by Reading it's Story", with a total of 5 manga titles namely, "Kagura Bachi", "Mama Yuuyuu", "Ruirui Senki", "Guriin Guriin Guriinzu", "Nigejouzu No Wakagimi" where the meaning behind all the manga titles can only be understood by the reader after reading the manga story continuously.

The second most common classification is, "Including Combination of Normal and Peculiar Word", with 2 manga titles namely "Kill Blue" and "Witch Watch" because they combine vocabulary that is common in everyday life, like the word "blue" in "Kill Blue" and the word "Watch" in "Witch Watch" with vocabulary that is not common in everyday life, namely the word "kill" in "Kill Blue" and "witch" in "Witch Watch". The mystery that arises from the combination of these two unusual words invites the reader's curiosity.

Finally, there is one manga title that classified into "Including Motive Number of Story", namely "Two on Ice", which uses numbers as the main motive in the story plus the setting as the main place of the story.

4.3 Dialog Based Pattern

The title formation pattern in this classification displays various kinds of information related to the story in the manga in the style of dialog from a character in the story. This type of title formation pattern is the least used type in manga series titles in the weekly manga tabloid shuukan shounen jump issue No. 16 of 2024, with a total of 3 manga titles.

The two manga titles that belong to this classification, namely "Dear Anemone", "My Hero Academia" and "Boku to Roboko" are titles that mean the setting of the manga story which is expressed in the form of dialog from the first-person point of view, aka the main character.

5. CONCLUSION AND RECOMMENDATION

Based on the results and discussion above, it can be concluded that the title of the manga series in the weekly manga tabloid shuukan shounen jump edition No. 16 of 2024 is formed through 3 different types of title formation patterns, 1. Name Based Pattern; 2. Curiosity Based Pattern; 3. Dialog Based Pattern; of which the first type of formation pattern is the most widely used manga title formation pattern with 9 manga

titles. Meanwhile, the least used type of manga title formation pattern is the third pattern, with 3 manga titles. Based on these results, it can also be concluded that in terms of semantics, the most common way used by Japanese manga authors to attract readers is by displaying names that become keywords in their manga stories.

However, since this research is based on shuukan shounen janpu only, it is necessary to conduct further research on manga titles in other manga tabloids, especially with various genres to get more comprehensive results.

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