



**THE INTERNATIONAL JOINT SEMINAR  
& VISIT TO CLEAN AUTHORITY OF TOKYO**

Tokyo, Japan 15 – 19 May 2017

REPORT BY  
**MONITA MARDIKA FAJAR**  
120820160037



**MASTER OF MANAGEMENT PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PADJADJARAN  
BANDUNG 201**



## Marketing Analysis Report

In the current era of globalization, competition is not just in a country but the competition is between countries. One organization's success is determined by the ability to understand competitors. The output of these capabilities, helping management in deciding strategies to deal with competitors. Not only to strategize against competitors, competitor analysis is also useful to take the positive side of competitors that can be applied in our organization. Competitor analysis can be done with PESTLE analysis. PESTLE analysis is a useful measure for monitoring (external marketing environment) macro environmental factors that can impact the organization. PESTEL Analysis analyzes Politics, economic, social, technological, environmental, and legal aspects of an organization. Japan as one of the competitor countries of Indonesia in this global competition conducted marketing analysis is not only useful to strategize in the face, new market entry strategy is also to take the positive side that can be adopted and in accordance with the characteristics of Indonesia. Here is a PESTLE analysis from Japan, among others:

### Political

Japan is one among the developed countries with the world import value for the last 5 years is an average of US \$ 331,944.12 million / year, but to enter the Japanese market is relatively not the same characteristics compared to exports to advanced nagara or other developing countries. Japan with its distinctive market characteristics, often perceived as an obstacle for Indonesian exporters in entering the Japanese market. These barriers are mainly faced by Indonesian exporters from small and medium enterprises. Some of the obstacles in entering the Japanese market are as follows:

#### A. Tariff Barriers:

Japan's import tariffs for some imported commodities are relatively low, at an average of 3.6%. Tariff determination in Japan is based on Custom Tariff Schedule with HS 9 digit, but for goods other than raw materials, Japan adopts escalation tariff system.

#### B. Non-Tariff Barriers:

As one means to monitor the quality of goods, the Japanese government imposed a series of regulation which refers to the national interest. For that goods exported to Japan must be followed a series of regulations, among others:

- The Plant Protection Law that regulates the quarantine system of Banned fruits, vegetables, and plants in Japan.
- The Consumer Product Safety Law which regulates procedures for importing and selling consumer goods In Japan.
- Measurement Law which regulates the product packaging system with the label of content description, name and address importer.
- Quarantine Law which regulates quarantine system of imported goods
- Law for Promotion of Sorted and Recycling Containers and Packaging which regulates the packaging system of the cycle
- Industrial Standardization Law which regulates the standard system of industrial product quality

This series of regulations can be felt as a burdensome thing for Indonesian entrepreneurs, especially small and medium entrepreneurs

### Economic

The Japanese economy is strong. In fact, it's in the top 5 for the largest economies in the world. A strong emphasis is placed on its education system (at one point, years ago, students went to school 6 days out of the week). Being a contributor to society is a huge part of Japanese culture. It starts at a young age in school. That said, Japan's unemployment rate is on the rise (5%). This is a low number compared to other countries but for the Japanese, it's high and worrisome.

### Social

The country has more than 127 million Japanese residents. Japanese women are expected to settle down and marry by age 30. While she may have worked until that point, it's expected to be wed, she leaves the workplace. The couple is expected to have at least one boy who can 'inherit' the family's worth and / or possessions. It's a patriarchal system. However, birth rates have been low between monogamous couples over the last couple of years. Regarding religion, Japan is open. Many are Christians, but a few venture into different religions, like Shinto. In addition they have a culture that works hard and discipline.



### **Technological**

Japan has one of the most advanced telecommunications systems, especially with their mobile devices. They've also developed VoIP growth and other technological advancements. In fact, many key facilities in Japan, such as hospitals, airports, and restaurants, use automation systems. They have stronger robotic development compared to other countries.

### **Legal**

Many laws, such as Labor and Corporate laws are based on the European system. You can find employee laws in any employment contract, like working hours, minimum wage laws, etc.

### **Environmental**

The large population of Japan is concentrated in and around Tokyo. This isn't a choice, for the most part, because much of the island is overrun by mountain and forest. These areas are inhabitable and reduce Japan's developments to smaller, accessible sections of the country. Because it's surrounded by water, the land is susceptible to tsunamis and earthquakes. With housing and developments packed closely to accommodate the high population, they're at risk to colossal damage should a natural disaster hit.



## Cross-Cultural Analysis Report

Japan is one of the Asian countries that have learned in the West (Europe) but do not change their true identity. In the 1890s Japan was modern and left other Asian countries. Despite much learning and in touch with the West, the Japanese managed to maintain their cultural identity. Many historic places in Japan are still well maintained. As a great nation, Japan holds many traditions and cultures that are still preserved today. The identity of Japanese culture can be reflected in the field of transport.

Japan as we know is one of the developed countries in Asia. But there is uniqueness of the Japanese people who like to walk rather than using a motor vehicle or a car like in Indonesia. This custom could be a positive benchmark, although Japan is the largest automotive manufacturer in the world. Just look at many automotive companies born from Japan such as Toyota. But in contrast to the actual conditions, the Japanese are less likely to use motor vehicles or private cars and prefer to walk and ride public transport.

The Japanese are conscious of health, so they love to walk. Especially if you look at big cities in Japan. Indeed, the government in Japan is more inclined to make regulations to its people to prefer to walk rather than using private vehicles (motorcycles / cars). The cost of parking and other costs if having a private vehicle so expensive. Hence the Japanese prefer to ride public transport, such as buses and trains. Transportation system in Japan is arguably convenient, so no wonder Japanese society more likely to use public transportation. Public transportation plays an important role to move from one place to another.

In the capital city of Japan, Tokyo, as one of the world's megapolitan cities, the rail network is the main transportation. That's why the highway becomes deserted even in the office's rush hours. Japan has a very complex subway and fly network. Both government and private operated. As in Tokyo, subway train or subway network is operated by Tokyo Metro Subway and Toei Subway. Although different but it is interconnected and no need to buy different tickets for different stations operators.

The ground-top rail network is operated by the Japan Rail (JR) owned by the Japanese government, which in Indonesia is similar to that of the Commuterline KRL. Here his name is JR Yamanote Line. It's cool there is no trajectory of a train that intersect a plot with a highway. So the risk of accidents is smaller. In addition, there is also a bullet train or commonly called the Shinkansen is a train that has an incredible speed, which is 603 km per hour. In addition to fast, this train is also on time. The delay of train arrival in just seconds.

Judging from the parking policy, they have a strict regulation of parking thus helping smooth transportation. Vehicles should not be parked carelessly and should be in accordance with the specified parking schedule. Parking vehicle was done regularly.

Motorcycles rarely to be seen. In fact, as we know, Japan is the largest producer of cars / motorcycles. Big brands like Honda, Suzuki, or Kawasaki almost flooded the whole street in Indonesia. Surprisingly, in his native country, the Japanese rarely use motorcycles. There are two reasons:

1. Public transport modes, such as trains, buses, and others are on their way to accompany them wherever they want. They do not have to bothered by using private vehicles because public transportation modes are considered more economical, timely, and can be easily found.
2. For Japanese people, motorcycles are considered the most risky vehicles threatening safety. That is, for Japanese people, motorcycles are "garbage" that are not worthy of use, but profitable.

Compared to motorcycles, Japanese people prefer to use bicycles. Culture of cycling in Japan is no doubt. From children to adults, many use bicycles as their personal means of transportation. Cycling in Japan is very convenient, because the Japanese government provides special avenues for cyclists. So wherever we ride, never worry about being hit by a motorcycle / car.

However, for cycling in Japan, you must know the rules. Some cycling rules in Japan include; Each bike should be serial numbered in each frame, should not be adjacent road (must be in tandem), and must have light & bell. If it breaks, the serial number will be recorded, and will be sent a violation charge. In other words if breaking the rules will be ticketed. For cyclists no need to worry about parking area. Because all public places in Japan provide parking lots even in the mall though. The parking lot in Japan is known as Jitensha. Parking space or Jitensha can be guaranteed for its security. And specially in the Tokyo Bicycle Tower, a bicycle-only parking lot is using a computer system with a special key and all practical. The facilities provided by the Government of Japan are not just there. For cyclists do not need to be confused if you want to cross the road



because the crossing or zebra cross for cyclists already provided by the government. So cycling becomes comfortable and feels secure.

In addition, Japanese people also have a culture of walking, not as a their hobby but as their culture. They are eventually get used to it. That's why walking has become a culture in Japan. People walk on the sidewalk with order and discipline. Sidewalks are only provided for pedestrians and some bicycle users. There are no inconsiderate motorbikesrider who disturbing the pedestrians. Everything is like a "machine" that follows the rules. Every time they cross the street, people patiently wait in front of a red light until the lights are green. Zebra cross is really functioned for road crossers.

Seeing the Japanese who love walking, of course, this habit must have been embedded since childhood. Since they were children, they were accustomed to walk and get used to walking. Since elementary school Japanese children have been accustomed to go on foot to school, without being escorted by car or even accompanied by his parents. These children will cluster on foot to the school. The path that will be passed is usually determined by the school. These children will be divided into groups. Making it easier for the distribution of routes and supervision from the school, teachers, and parent representatives also took part in maintaining the safety of these children. Concerning safety and security, parents are not worried and anxious. They have a tool as a single alarm will be heard the sound of shrill as sharp as the sound of an ambulance pinned in the bag, the school also chose the most safe path for children to pass.

Beside that, we will find some interesting habits of the Japanese, among others:

1. Very fast on foot.  
The other unique and exciting from Japan is their fast way of walking, let alone in the super busy cities like Tokyo. They will run quickly, so do not ever slow walking. Because it is very hated by people there.
2. As you climb the escalator.  
The interesting habit of Japanese people while climbing the escalator is that they will neatly line up on the left side and leave the space on the right as a fast lane. So, for those who are being in hurry, they can pass the fast lane on the right. But this is the opposite if you are in Osaka, it looks strange because it is still in one country but different. They can grab the chance by pretending to hurry and take the fast lane. But, in fact they are not like that and keep discipline on the rules.
3. Culture of Queuing  
If you go to Japan, you will not find people fighting for service. There, in all places of public service, people will line up neatly. They can manage their own queues in an orderly manner without any regulatory lines. For them, breaking queues is a shame

Recommendation:

1. Government should make strict regulations related to private vehicle ownership. To reduce excess / loss for private vehicle ownership, this policy should go hand in hand with the improvement and addition of public transportation modes.
2. The Government seeks to divert public choice to public transportation. This can be done by providing the needs of public transport consumers such as Comfortable, Cheap, Safe and Fast public transportation.
  - For the first need, Comfort, the government must provide convenient transportation facilities and infrastructure. The problem it needs lot of cost not only for government but also for the private company that provided public transportation. The solution for the private is with low-interest credit schemes for modification of vehicle renewal. Of course the Government in cooperation with the Bank, Transportation, Law Enforcement and the private company.
  - The second Need, Cheap. This can be done with efficiency on fuel costs and maintenance. One solution is to subsidize fuel and spare parts. In addition, there is an additional regulation for transportation cost issues.
  - The third and fourth need, Safe and Fast, in principle, is a clear and firm "enforcement" rule between the government and the public transport administrator.



## Company Visit Analysis Report

### SHIN-KOTO INCINERATION PLANT

Japan entered the ranks of the cleanest country in the world. Although in Tokyo and other cities in Japan there has never been any words "Banned To Put The Trash Here", as is often found in Jakarta or other cities in Indonesia. But certainly there is no garbage scattered carelessly. Even garbage as small as a torn piece of paper did not seen on the roadside. Culture of shame that has ingrained also encourage Japanese people not to litter garbage carelessly and always try to live clean. This is probably because of the children in Japan have been educated to clean up the class. In order to appreciate cleanliness in the public space when they are growing up.

Hygiene issues are closely related to waste. The disposal of garbage in Japan can be classified in relatively difficult categories, because littering in Japan is included in the crime against the environment, so that if this is violated, it will be punished in the form of fines, even imprisoned. Dumpster is always separated by type, waste food scraps, bottles, plastic, and old newsprint or paper. If we look at the environment in Japan, there are no garbage, although the garbage is very small in shape. This is because it has become a habit of Japanese people to throw garbage in place with a regular and neat. Before disposal, the garbage is collected by wrapping it in a transparent plastic (not dark / clear). Meanwhile, the type of waste in the form of paper, collected in containers in the form of paper bags used to be thrown into a special waste bin separated with other types of waste.

Through this custom, no wonder if in Japan looks clean and free of waste, and the absence of mosquito breeding places that can be harmful to health. There are 3 things that cause the habit of sorting waste in Japan is becoming very strong rooted, namely:

- (1) high public awareness of the importance of waste management,
- (2) success in building shame in society and instilling deep into the subconscious to dump garbage in its place,
- (3) massively and aggressively educated early education through teaching and training how to sort the waste according to its type.

The large number of bins available in public places is not always positively correlated with the level of cleanliness of a place. That is, although there are plenty of available bins that do not always mean the place can be called clean. This is the case in Japan where it is very difficult to find trash cans, and even if there are (as in stations, airports and schools) there are not many. This is one of the efforts of the Japanese government to establish the customs of its people not to leave garbage in any place. Usually they keep the garbage in their bags and throw away the trash when they find the trash or take it home. Environmentally Friendly Waste Management

Actually, in some places and cities in Indonesia have started to implement a system similar to the garbage disposal system in Japan, it's just that in Indonesia is still minimal waste disposal, although the trash in Indonesia is still divided into two groups, namely organic waste and inorganic waste . Unfortunately the function of the garbage can still not be maximized its use, due to the low awareness of Indonesian society about the importance of environmental cleanliness.

Although garbage has been provided, there are still many people who throw garbage without seeing the type of garbage first. Even worse thrown away around the trash can, without being put in the trash. This shows that, still low level of awareness and responsibility of the people of Indonesia to dispose of waste in place. Therefore, although the technology in Indonesia is still not as advanced technology in Japan, but if the people of Indonesia have a sense of responsibility and awareness to always dispose of waste in place,

In Japan garbage is divided into 4 categories:

- Combustibles - food scraps, oil scraps, used clothes, organic waste, food wrapping, styrofoam, CDs, videotapes, stationery, shoes, bags, toys;
- Incombustibles - umbrellas, kitchen utensils (pots, knives, fryers), metal tools, glassware (ceramics, glass), light bulbs, batteries, aluminum foils, electronic appliances (telephone, Hair dryer, camera);
- Large-sized waste - furniture (tables, chairs, cabinets), mattresses, bicycles, large electronic appliances (refrigerators, washing machines, TVs, microwaves); and



- Waste resource / recycle - newspaper, used cardboard, glass bottle, and others

Any garbage collected will be brought to waste treatment sites in accordance with its category, such as burnable waste will be brought to the Incineration Plant.

For some people, the process of handling waste using incineration methods where garbage burned with a high enough temperature can adversely affect the surrounding environment, for example, air pollution (the emergence of dioxin gas that is harmful to human health). However, with a fairly sophisticated technology approach, the Government of Japan is confident to minimize the negative impact. As we learned while visiting the Shin-Koto Incineration Plant.

Stages of waste processing at the Incineration Plant in Shin Koto are as follows:

## **I. THE GARBAGE COLLECTION STAGE OF EACH CITY.**

In the early stages, all communities are required to sort waste into two categories: burnable and unburnable. The resulting waste is then transported to incineration plant for burnable waste and to recycle plant for unburnable waste every day.

### **1. Collection**

Each city sets a collection of days and projects that are relevant to the seasonal changes and regional trends in waste amount. Waste processing in the 23 Cities is free of charge for household waste, while large-sized waste and business-generated waste are charged.

### **2. Transfer**

To ensure efficient transfer, transfer methods are determined based on the type of waste (Combustible, incombustible, or large-sized).

- Combustible Waste

Combustible waste is loaded onto the collection vehicles (eg as compaction type vehicle) on collection sites, from which it is transferred to an incineration plant.

- Incombustible Waste

Incombustible waste is transferred to either the Chubu Incombustible Waste Processing Center or the Keihinjima Island Incombustible Waste Processing Center. Since both are located on the waterfront, where the waste is reloaded to container vehicles or vessels for relayed transfers. Such relayed transfer contributes to improved transfer efficiency, reduced traffic congestion, and alleviation of air pollution due to exhaust.

- Large Sized Waste

Large-sized waste is delivered to the Large-sized Waste Pulverization Processing Facility. Cities that have a transfer station conduct relayed transfers by reloading it from the larger box. Such relayed transfer contributes to improved transfer efficiency, reduced traffic congestion, and alleviation of water pollution due to exhaust.

## **II. INTERMEDIATE TREATMENT OF THE WASTE**

### **1. Processing Combustible Waste**

Combustible waste is incinerated at 19 incineration plants in a safe, stable, and efficient manner. Incineration prevents bacteria, vermin, and foul odor, and maintains a sanitary environment. By incinerating waste, its volume is reduced to approximately one-twentieth. By recycling a part of bottom ash into cement materials, and by melting it into slag, the amount going to the landfill is further reduced. Emissions of hazardous substances within exhaust and wastewater from the incineration plants is controlled and reduced to lower impact on the environment. In an incineration plant, power generation and heat supply are performed using the heat energy of waste incineration.

### **2. Improper Waste Disposal May Cause a Halt or Failure of Incinerators**

Combustibles carried into incineration plants sometimes contain waste that did not suitable for incineration, such as metals, glass, or oversized waste that exceeds the disposal capacity of the plant. Such improper waste may cause the halt or failure of incinerators, costing a great deal of money and time before recovery. Once the facilities become incapable of accepting waste, waste collection and transfer operations will be interrupted, seriously affecting waste management in all 23 cities. Every year some incineration plants are forced to stop operation due to improper waste. To prevent carry-



in of improper waste, and to ensure safe and stable plant operation, inspection of incoming waste is reinforced, and awareness-raising activities are undertaken. Special weeks are also set to enhance the above inspection and to perform close observation at platforms in each incineration plant.

### 3. Bottom Ash is Recycled as Cement Materials

When combustible waste is incinerated, bottom ash and fly ash are generated. Bottom ash after removing ash to be melted into slag, as well as fly ash after processed with chemicals, are sent to landfill disposal on the New Sea Surface Disposal Site, which has been established and is managed by the Tokyo Metropolitan Government. Because it is extremely difficult to find new landfill disposal sites in the Tokyo Port, a full-scale initiative has been undertaken to recycle bottom ash into cement materials, for the purpose of reducing the amount of landfill disposal and achieving more efficient use of resources. Through this project in 2015, 5000 tons of bottom ash was used as cement materials. In the initiatives for recycling bottom ash into cement materials, bottom ash that is generated in incineration plants is transferred to private cement factories by freight vehicles/trains, and efficiently used as Portland cement materials. Cement materials include limestone, clay, silica, iron materials, and plaster. Bottom ash is used as a substitute for clay.

### 4. Bottom Ash is Melted Into Slag

When bottom ash is melted at a high temperature of over 1,200 °C (2,192 °F) and then rapidly cooled, it turns into sandy slag. As slag, the volume is almost half that of ash, and approximately one-fortieth of its original state as waste. The process of making slag decomposes dioxins within the ash, and traps heavy metals inside, thereby making it safe and efficient for use as construction material etc.

### 5. Environmental Measures to Prevent Exhaust and Wastewater Emissions

Measure	Overview	
Measures to counter exhaust emissions	Soot and dust	Removed by bag filters
	Dioxins	Generation of dioxins is restricted through control of waste incineration process, and their re-composition is prevented by rapid cooling of exhaust in the cooling tower. Dioxins are also removed by bag filters, and decomposed in the catalyst reaction tower using catalyst.
	Mercury	Removed by adsorption into activated carbon in bag filters and by liquid chelate in the gas scrubber.
	Hydrogen chlorides and sulfur oxides	Removed by injecting slaked lime into bag filters, and through a chemical reaction with caustic soda solution in the gas scrubber.
	Nitrogen oxides	Decomposed in the catalyst reaction tower through a reaction with ammonia.
Measures to counter wastewater	Wastewater is treated in the wastewater treatment facilities to meet the standard value, and released into the sewer.	
Measures to counter odor	Waste bunkers	Air from inside the waste bunker is sent to the incinerator, where odor is incinerated and decomposed.
	Platforms	Entrances/exits are sealed with air curtains, and deodorizing agents are spread.
	Waste collection vehicles	A washing facility for collection vehicles is installed.
Measures to counter noise and vibration	Care is taken for the layout of machinery. Soundproof walls and vibration-control equipment are installed.	
Environmental measures for bottom ash and fly ash	Ash is melted and hazardous substances are stabilized using chemicals.	





## 6. Putting The Heat Energy Generated from Incineration to Beneficial Use

Incineration plants use the heat energy generated from waste incineration beneficially in power generation and in supplying energy. Electricity and hot water produced at plants are used within facilities to operate the plant, thereby reducing electricity purchase and fuel costs. Surplus electricity is sold to power companies.. All of the plant sell electricity, and four plants sell heat as hot water to other facilities. Sales performance in FY 2015 is shown in the table on the right.

## 7. Processing Incombustible Waste and Large-Sized Waste

- **Incombustible waste is pulverized before sent to landfill disposal**

Incombustible waste is process at two incombustible waste processing center. The process is divided into pulverization and separation. Incombustible waste is pulverization to reduce its volume, so that an efficient use of landfill sites is made possible. Incombustibles also contain recyclable resources, such as ferrous metals aluminum, which are separated and collected.

- **Large-sized waste treatment process differs by property of waste**

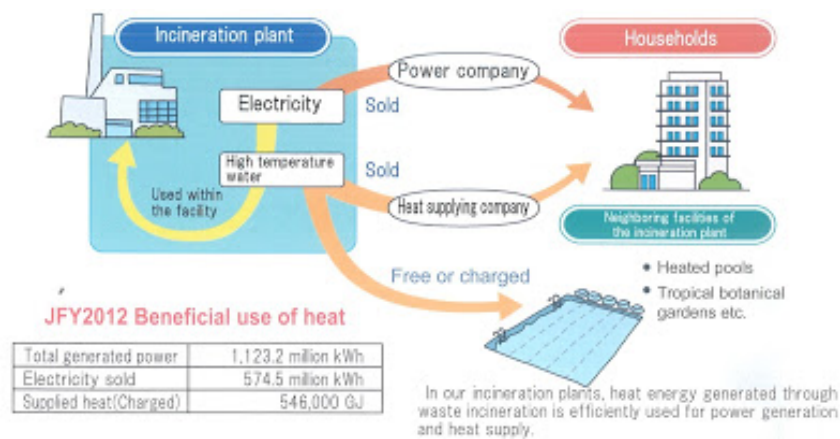
Large-sized waste is separated into combustible large-sized waste, such as wooden furniture, and into incombustible large-sized waste, such as bicycles. The separation work is performed manually at large-size waste transfer stations in each city, or at the receiving yard of the large-sized waste pulverization process facility. Combustible residue after pulverization is incinerated at the incineration plant, while incombustible residue is sent to landfill disposal sites.

### III. Landfill Disposal Sites Established and Managed by Tokyo Metropolitan Government

At the Outer Central Breakwater Landfill Disposal Site and New Sea Surface Disposal site, established and management by the Tokyo Metropolitan Government. Residue after treating general waste in the 23 Cities, waste from municipal facilities such as sewage sludge, and industrial waste from small and medium-sized companies in Tokyo are put the landfill disposal.

Combustible waste and combustible part of large-sized waste after pulverization are incinerated. A part of the bottom ash is recycled into cement materials into slag. While the remainder of bottom ash and chemically treated fly ash goes to landfill. Incombustible waste is pulverized, while ferrous metals and aluminum are recovered as resources, before the residue is buried into landfill. Large-sized waste is pulverized, while ferrous metals are recovered as resources, before the incombustible residue is buried into landfill, In addition to waste, materials from dredging the sea rivers as well as fill generated by construction (dirt and sand) are buried in landfill, but are placed separately from waste because their treatment method differs.

With the burning process of this waste, in addition to burning waste, this process can also generate electricity used for Incineration Plant operations and sold to the public. This hot vapor is also used for free water heater given to public facilities such as meeting hall and hot water pool that can be enjoyed by local people.

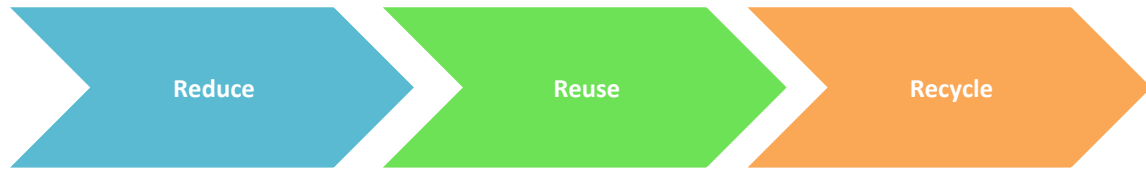


#### Other Beneficial of Incineration Plant



Recommendation:

1. Government to socialize and cultivate environmentally friendly behavior by doing the principle of 3R. 3R is the keyword to a life of reducing waste and cherishing resources. This culture can be formed by forming a system by first making rules governing the use of goods before becoming waste. The 3R principle is as follows:



**• Reducing what becomes waste**

- Find ways in everyday life to avoid producing waste. This is the most important thing. Waste can become a resource, but that alone does not establish a recycling-oriented society

**• Reusing things before disposing of them**

- Do not throw anything away after using it once! So many things can be reused with a few ideas or effort, it consumes less resources and energy than producing something new

**• Recycle things as resources**

- What becomes a resource when separated correctly would become waste if simply thrown away.

2. The Government may undertake a comparative study or a government-to-government cooperation with the Japanese government to learn more about the establishment of the Incineration Plant.
3. Conducting an auction for the procurement of Incineration Plants, as tried by Bandung city government but not implemented.

## **SPECIAL TOPIC ABOUT ASSET MANAGEMENT IN JAPAN**

### **Billboard Regulation**

The thing that causes the market environment in Japan is very interesting is the arrangement of a good and comfortable city that attracts consumers to shopping. One of the important things that affect the aesthetics and the beauty of the city, is the arrangement of billboards. The installation needs to be well laid out, not sticky, nor the origin of pairs. If the billboards does not well laid out, this messy impression will make the city a shabby, and unflattering looks. The cities in Japan have applied a ban on commercial billboards on the sidewalks, and it just can be laid on the walls of the store. The city government of Tokyo looks very consistent to maintain the pedestrian according to its function. There did not seem to be a single billboard. The advertisement boards can only be found on the walls of the store. The billboard arrangement in Tokyo only permits the establishment of gigantic advertisements on the roofs of buildings, even with a tax value that is almost equivalent to the price of the building where the billboard was built. In the middle of Tokyo City, gigantic advertisement is not allowed to stand. If there is, then it must be installed on top of the building. Seiko signage for example, the rate can be equivalent to the price of the building. This condition can be seen from several areas in Tokyo such as Shibuya City, Tokyo City, Shinjuku & Ginza City.

In Indonesia, the provisions of advertising or outdoor media billboards such as billboards are basically set forth in local regulations. Ideally, the arrangement of billboards in a city, including in Indonesia, is not just adding income coffers to the local government in the form of PAD (Local Revenue), but also can add to the beauty of the city. The layout of the billboard should not heed the element of justice, technology, aesthetics. This principle of justice is to anyone, personal or the group that have a billboard business, to obedient the rules. The principle of this regulation should not have sided with one person or group that have many billboard business so that economic opportunity for others closed. Advertisement in Indonesia must be technologically advanced by reducing static billboard into a dynamic billboard, ads like megatrons that follow the shape of the building, will also be arranged aesthetically from the size of the form and others.

In fact, the installation of billboards in Indonesia is still far from it. Even the existence of a billboards that stand or mounted on top of a store, in the median street, or on the side of the road may threaten the safety of the public in because the billboard installed is not in accordance with the procedures set by the government in the area or the billboard that did not secure. Given the proper procedure of the government's advertising permit



mechanism to support the security and comfort of the city, there are still many billboard advertisers who still ignore permit procedures according to the local regulation which is good and correct. The rise of the trend of advertisers who built the construction first in advance compared with the completion of licensing. But what happens next many billboards are known to be unlicensed after the construction pole was built. Of course in that case the construction of advertisements can not be arbitrary, must be appropriate procedure just right and right. The construction of a billboard shall not be disputed to the extent that it complies with all applicable permits, including the consent of the public. The billboards were mounted on the median of the road, both within the roadside of the village instead of the highway like on the outskirts of the city with no license from the government. If it is allowed and not dealt with firmly so the comfort and beauty of the city will be disrupted, and can reduce the original revenue area of the government.

#### Recommendation

1. The Government should reviews the regulations related to the layout of advertisements. For example set the order for Billboard toggle from static to dynamic. Thus, large billboards will be redirected into megatrons and abandon the print patterns that many today's billboards employ. The billboard plan also should not forget the element of justice, technology, and aesthetics. In addition, the installation of advertisements should not spread anywhere but must have zones where it is permitted or banned for Billboard.
2. High-tech billboards by reducing static advertisements into dynamic advertisements. Ads like megatrons that follow the shape of the building, will also be arranged aesthetically, ranging from size, shape, and more.
3. Strict supervision and action by the local government on problematic billboard issues. Monitoring billboard must be done against every implementation of the problematic billboard.



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