

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

Tokyo, Japan 15 – 19 May 2017

REPORT BY
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**MASTER OF MANAGEMENT PROGRAM
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BANDUNG 2017**

1. Non-Company Visit Resume

Non-company visit on day 1 to day 3 programs of The International Joint Seminar & Company Visit 2017 are Asakusa Cannon Temple, Nakamise Street, Tokyo Sky Tree, Ueno and Ginza Shopping and Business Areas, and Tsukiji Fish Market

1) Asakusa Cannon Temple and Nakamise Street

Asakusa is a district located in Taito Tokyo, which is famous for the Sensoji Temple or Buddhist Temple dedicated to the Buddha. As the oldest temple in Tokyo, Sensoji became the most visited temple. There are two gates, Kaminarimon Gate (Thunder Gate) located in the outer areas. This gate is marked by massive paper lanterns painted in red and black symbolizing lightning and clouds. Passing through Kaminarimon Gate, shopping lovers will be pampered with a row of shops along approximately 200 meters of Nakamise Street that sells many souvenirs such as Yukata, Kimono and traditional Japanese food such as Osenbei (rice crackers) and Ningyoyaki (red bean cake). This row of shops actually existed since the 18th century where people began to be allowed to sell near the temple and sell a variety of goods to pilgrims who arrive. From Nakamise street comes at the second gate of Hozomon Gate (Treasure House Gate) which is a mini version of Kaminarimon Gate and becomes the starting place if we want to explore Sensoji. Inside this large complex there are gardens and halls that are actually fun to enjoy slowly.

2) Tokyo Sky Tree

Tokyo Sky Tree is a television transmitter tower and one of the new icons for Tokyo. The tower is located in the middle of the Sumida City district, not far from Asakusa. With a height of approximately 634m (634 can be read as 'Musashi' in Japanese, the name of one of the samurai in Japanese history), For Japan, the existence of the Tokyo Sky Tree tower is not just a communications tower. It is a symbol of Japan's technological excellence, especially in the field of construction in disaster prone areas. On top of the tower of Tokyo Sky Tree there are 2 Observatory decks, To get to the observatory visitors can climb the elevator, great to reach the top of the tower only takes 1 minute.

3) Ueno and Ginza Shopping and Business Area

Ameyoko Market or Ameyokocho is one of the shopping centers in Ueno area. It is not far from Ueno Station. Here visitors can buy various kinds of Japanese souvenirs with prices that are not less cheap than other places in Tokyo. For tourists who are interested in finding Anello handbags, in Ameyokocho there is Magazines Store, an official reseller of Anello handbags, which sells Anello for men and women with various models, even bags with limited edition models. For Muslim tourists, in this market there are some sellers kebab with affordable prices and large portions.

Ginza is one of Tokyo's most famous shopping and entertainment centers. Consumers are primarily targeted upper middle class. Ginza area is filled with high buildings. The building is a lot of famous fashion brand stores such as Gucci, Swarovski, Louis Vuitton, Armani, Christian Dior and many more. The store is mostly adjacent. So from one store to another can be easily reached on foot.

4) Tsukiji Fish Outer Market.

Tsukiji Market is actually the largest fruit, vegetable and fish market in Central Tokyo. But because this market holds approximately 2000 tons of seafood per day then finally Tsukiji also known as the largest fish market in the world. In this market we can see various kinds of seafood, and for fans of sushi or seafood this is paradise because sushi Tsukiji famous with freshness and deliciousness. Unfortunately, an increase in tourist arrivals to this market actually creates problems because the infrastructure is not built to serve the visit. Tsukiji Market itself consists of 2 parts of Inner Market, where auction and most fish processing takes place. There are approximately 900 wholesale licensed fish stands in the place and because this marketplace is really used for business, tourists are not allowed into wholesale areas before 9 am, during peak business. This is to minimize the occurrence of accidents and disruptions during business. Even after 9 o'clock, tourists are asked not to carry large items to the market (eg bags or large suitcases) and constantly watch out for what is happening around them because of the large number of heavy equipment and people passing by that place . The second part of Tsukiji is the Outer Market that feels more relaxed to visit. Here there are several blocks of wholesale and retail stores selling Japanese kitchen utensils, restaurant supplies, groceries,

and seafood. Here there are also some sashimi sushi restaurants that can be visited. Outer Market operational hours between 5:00 am and 02:00pm, Wholesale Area (Inner Market): after 9:00 am, Tuna Auction: open to visitors from 5:25 am to 6:15 am (restricted to 120 Visitors per day). The market is closed on Sundays, National Holidays and certain Wednesdays.

5) Harajuku Street

Harajuku actually refers to the area around Harajuku Station located between Shinjuku and Shibuya areas. This area became so famous because this is where the young Japanese people are free to express the fashion style and sometimes extreme and very eccentric. Not only that, this place is also filled with a wide range of clothing stores of branded or not branded and is destined for all ages ranging from infants to the elderly. Along the side of the street is filled with trendy shops, fashion boutiques, used clothes stores and food stands for the cheap youngsters. "The must-eat item" at Takeshita-dori is Harajuku crepe, a crepe shaped inside which is coated with whipped cream and stuffed with sweets like strawberries, chocolate or cheesecake, but some are stuffed with chicken tandori. On this street there is also Daiso Harajuku, one of the 100 Greatest Yen Shops in Tokyo. Almost all kinds of goods here ranging from kitchen equipment, clothes, stationery and even food. All average for 105 yen (about Rp12,600) after added tax.

2. Marketing Analysis

Year 2015, recorded as a rising year for Japanese tourism. Because in that year, the number of foreign tourists jumped 47.3 percent from a year earlier. The increase in the number of foreign tourists was mainly due to the bursting of tourists from China which amounted to 5 million. In the same year, South Korean tourists amounted to 4 million and Taiwan to 3.7 million. From the ASEAN region, the number of travelers from Malaysia is slightly higher than tourists from Indonesia. Then in 2016 Japan experienced a surge in foreign tourist arrivals during January 2016. An estimated 1.851.800 foreign tourists visited in January, up 52% from a year earlier. This figure is the second highest monthly statistic after July 2015. The success of Japan raised its tourism can not be separated from the marketing strategy undertaken by the Japan National Tourism Organization (JNTO) in programming and promoting the sakura country's tourism.

Marketing strategy is a very important tool in achieving competitive advantage. In addition, marketing strategies also have an important role in achieving the success of a business. According to Kotler and Armstrong (1996), the purpose of marketing is to meet and satisfy the needs and wants of targeted customers. Marketing activities consist of marketing elements (segmentation, targeting and positioning) and marketing mix (product, price, place, promotion, people, process, and physic). While the factors that influence the marketing strategy that are internal factors and external factors

PEST analysis is an analysis of external business environment factors covering political, economic, social and technological fields. The following PEST analysis of the observation results of non-company visits on the program The International Joint Seminar & Company Visit 2017:

1) Political and Legal Factors

Political factors relate to government policies, political conditions and state security conditions. Unstable political and security conditions of the State, can provide a sense of insecurity to all foreign tourists who come to Japan. This can be a negative impact on the increase in the number of foreign tourists if it happens on an ongoing basis.

Business outlets in tsukuji fish market, Harajuku street and Narita Airport as business units empower by SME. This is certainly not apart from the Japanese government's own political policy of aggressive on the target of tourist visits to the country. Quoted from the daily japan page described by Officials of the Japan National Tourism Organization of Japan stated that recently the Japanese government revise the target of foreign tourists visiting from 20 million visitors to 30 million visitors by 2020, along with the Tokyo Olympics. The revision comes after the 20 million tourists visit to Japan will be reached before 2020. It also proves the optimism of the Japanese government against the development potential of the tourism sector, amid the slowing global economic conditions.

Japan's tourism policy began in 2013 when the Japanese government was more serious to attract foreign tourists. The seriousness of the Japanese government's commitment to increase the economic potential of the tourism sector can be seen from Japan's desire to change its country's position from undeveloped nation tourism to an emerging nation tourism. This is realized with the

Olympic program in 2020 that can be disclosed Attracting 20 million foreign tourists to Japan by Prime Minister Shinzo Abe. In realizing it, the Japanese government issued two major policies with private companies to better condition Japan more attractively. The two policies are a policy of increasing the type of services for foreign tourists that are more emphasized on airport services and wireless facilities as well as easy visa policy.

The Japanese government is targeting Southeast Asian countries with Muslim majority to be granted Visa exemptions in 2013 such as Malaysia and Thailand to visit Japan as a tourist within a maximum period of 15 days and provide ease with the requirements of obtaining multiple-entry visas and single-entry visas for residents Countries of the Philippines and Vietnam through certain travel agents, as well as exempting visas based on prior registration at the Embassy or Consulate General of Japan in Indonesia for holders of Indonesian e-passports. While the second policy contains the addition of prayer space for Muslims at Narita Airport and instruct the airport to serve halal food.

This political support that then grows the economy in the popular areas of Tokyo. Business outlets by SME at nakamise street, tsukuji market and harajuku street actually feel more as a regular business area compared to tourist destinations, but with a good promotion, these areas are able to remain a tourist attraction for tourists. Differentiation strategy with the Japanese pop culture's emphasis into attraction that is depicted by Japanese tourism in the tourist areas. Understanding to the target market share is one of the key to the success of japan tourism. A number of food stalls at the market and ginza tsukuji outlets have been providing halal food that is dedicated to Muslim tourists who are also growing rapidly.

2) Economic Factors

The decline in Japan's manufacturing sector in 2012 as seen from a 3.5% decline in Gross Domestic Product (GDP) and 0.7% of Japan's GDP prompted the Japanese government to explore other economic potentials other than the manufacturing sector. Unlike the greatness of the ability of its manufacturing sector, Japan is still classified as an underdevelopment nation in terms of processing the tourism sector. This can be seen from the ranking of 39th Japan as the country receiving the world's tourists and ranked the 10th as the country receiving tourists in the Asian region in 2011 under China which ranks 3 and South Korea at position 25. For some countries, the tourism sector is a new economic resource that can be used as one of the catalysts of economic development when it still does not have a high ability in the manufacturing sector.

Japan is one country that is now trying to position its tourism sector to be one of its economic buffer. Factors that are improving economic conditions in Southeast Asia are also a major consideration for Japan. Economic factors in this context become an important consideration because it covers the economic conditions in the country of origin and in the destination country by reviewing the inflation, investment value changes, employee salaries and unemployment so as to look at the financial capabilities of an individual in a country. It can not be denied that the economic capacity factor is one of the strongest impetus for an individual to put tourism activities as the primary necessity.

3) Socio-Cultural Factors

Social, cultural and demographic aspects are aspects that have a powerful and widespread effect on marketers. Marketers need to understand the underlying social, cultural and demographic aspects of marketing a product. Culture is a force that affects the basic values of society, perception, preference and behavior.

The international marketing skills of a country include attitudes, sociology, behavior and cultural development. The cultural development factor targeted by Japan is not only rigid on historical value hundreds of years ago but developed in a new image through pop culture. Now Japan is one of the countries that spread pop culture to the whole world. The presence of active participation from Japanese society is also one of the proponents of the spread of Japanese pop culture. Popular cultural products such as Anime, Manga, Japanese music, games, gundam and others become cultural products of interest outside Japan especially Asia. Harajuku street for example is famous for the place of young Japanese people are free to express the fashion style and sometimes extreme and very eccentric. Then shopping centers in the Ginza and Ueno areas such as

Ginza Mitsukoshi, and Tokyu Plaza Ginza provide typical Japanese souvenir shops like anime character and Gundam.

4) Technological Factors

Information systems and technology have become a very important component for business and organizational success. Technology transformation in the marketing of the tourism industry that alters the distribution system, promotion and operation of tourism products and services including global distribution systems, internet, electronic communications, ticketing and electronic transfer of funds. In this era of ease of information transfer at the moment, technological sophistication is the most crucial in the global marketing system. This is because with a connection that exists between one party with other parties will quickly facilitate the delivery of the latest information is expected to affect consumer psychology. With information technology that more easily in the present information about Japan tourism is very easy to obtain. Through the official website of the Japan National Tourism Organization even provide language use features up to 15 languages of the world including Bahasa Indonesia.

The arrangement of tourist visit areas such as Ginza area is also very thick with the characteristics of technological advances in Japan. With promotional boards and billboards using advanced technological features. In Tokyo Sky Tree Tower, the experience of tourists will be more sophisticated Japanese technology with dioramas on each floor using technological innovation and experience using the elevator that can accommodate up to 50 people with speeds reaching 400 meters in one minute.

Recommendations :

1) For business men in Indonesia

It is important for business men in Indonesia to capture the needs of foreign markets, they need to change the local viewpoint to be global. There is no need to overdo the added impression of nationalism in the product. Precisely universal products will be more insightful globally even though the uniqueness of the product remains a priority.

In the tourism industry, business men should understand the needs and habits of target market share. The culinary business for example if we want to expand its business to the Japanese market then must add value added to the product with elements of Japan such as the use of sake and fresh food ingredients for promotion.

2) For the Indonesian government

Indonesia's tourism potential is very large and spread in various regions. Promotion of tourism through various media should be followed by the development of infrastructure in tourist areas that exist. In addition, efforts to maintain cleanliness should also be improved both through related agencies and promotion of cleanliness to the public, and that cleanliness is the hallmark of developed countries including Japan as the target market of Indonesia's tourism.

The empowerment of SMEs as an integral part of the tourism industry should also be improved. In addition to capital support, the government should also provide business management training such as how to manage and add value to the products and ways of marketing the product.

3. Cross Cultural Analysis

In marketing across the boundaries of the state is required an interaction with people and institutions and organizations managed in different cultural environments. Understanding consumer behavior for companies that market their products within the borders of a country is quite difficult. International marketers must understand the differences and adapt their products and marketing programs to meet the unique culture and needs of consumers in different markets

1) Differences in Values, Beliefs and Policies.

Values and beliefs are important factors in consumer behavior. They dictate a particular customer attitude toward a product and how and why people select that product. Japan is a country that is very obedient to the rules and orderly. This custom is certainly very different from the habits of the people of Indonesia. Some of the rules and habits in this country are encountered in this study visit, among others:

- a. While on the escalator, you should always stand on the left side. Do not fill the entire escalator. The right side is reserved for people who are in a hurry and want to precede.
- b. Do not use the phone in a public bus or train. In addition, you must also activate the phone in silent mode
- c. Japan is an orderly country. Under no circumstances will they queue up. Do not occasionally grab a queue, even if it's a child or an elderly person.
- d. When using the elevator, the first person to enter the elevator will hold the button to open the door for others. Not only that, they will also be the last person out of the elevator.
- e. When shopping, cashiers in Japan will not receive money directly from your hands. When you want to pay, place your money on a small wooden tray that has been provided. The cashier will do the same thing when giving change for you.
- f. Do not speak in a loud voice in public. Japanese citizens are very respectful of the personal freedom of each citizen.
- g. Do not litter. In Japan provided various types of bin. You have to sort out the garbage you want to remove. Usually, you will not find a bin on the side of the road, except in front of the store or train station. If there is no bin, you should first pocket your garbage and throw it away when you see the bin.
- h. The riders must stop before the crossing and wait for everyone to cross the street without honking. In Japan, you will very rarely hear the driver honking his horn.
- i. Respect time. The Japanese are always obedient and timely.
- j. Never smoke indiscriminately. Instead of smoking, the country has special rules and a special place for smokers. If you want to smoke, you should smoke in a place that has been provided and allowed. If you violate, you also have to pay a fine.
- k. Do not walk too slowly and fill the entire body of the road. In Japan, everyone is going very fast. This is certainly different from the conditions in Indonesia where many people go hand in hand, filling the road and walking slowly.

2) Acculturation

Many marketer intend to expand internationally by doing the wrong strategy by believing if a product is favored by a local or domestic consumer, then everyone will like it. This biased viewpoint increases the likelihood of sales failure spreading. To overcome a narrow view and myopic culturally, marketer must do the acculturation process. They must learn relevantly about the usefulness and potential use of their products in foreign countries targeted for marketing.

As explained above that the rules and habits of Japanese people are generally a country that is very obedient to the rules and orderly. So that the international market players must also be able to translate the marketing of its products in accordance with the Japanese people's habits. Related to eating habits, the following are some habits and passions of Japanese people, among others:

- a) Seaweed Consumption
Food fiber from the sea is widely consumed in Japan. This seaweed is even imported from Indonesia
- b) Fish Consumption
The Japanese eat 100 grams of fish a day
- c) Love of Vegetables
Almost in the whole Japanese food menu must include vegetables in it.
- d) Carbohydrates Not Just From Rice
The Japanese do not often consume rice, they have many sources of carbohydrates that are easily found in Indonesia. For example potatoes, sweet potatoes, udon (noodles from rice), buckwheat (noodles from wheat flour) and cereals. In Japan, roasted sweet potatoes are sold at quite an expensive price of around 400 yen or 40 thousand rupiah

Recommendations :

1) For business men in Indonesia

Business men should be better able to read the Japanese market opportunities through their habits, so far export to Japan is a sea product in the form of seaweed and fish that are still raw. To increase the value of the products, Indonesian entrepreneurs should be able to add value to products such as seaweed and fresh processed fish even with the addition of packaging and airtight preservative technology and with the implementation of cost leadership differentiation also considering the prices of products in Japan are relatively high. Other products such as relatively cheap sweet potato are expensive for Japan. This is a great opportunity for business people in Indonesia to export sweet potato, of course with the ability of packaging and good packaging technology as well.

In addition, the rapidly growing Muslim tourist market in Japan also fosters demand for halal foodstuffs. A great opportunity for business men in Indonesia to sell quality halal foodstuffs and competitive prices.

2) For the Government

The government through trade cooperation should be able to capture the opportunities available in the Japanese market and socialize it to the business people in Indonesia. Export incentives also need to be enforced with exemption of export duty.

4. Company Visit Resume

The 3rd day visit of The International Joint Seminar & Company Visit Program is Shin Koto Incineration Plant, Clean Authority of Tokyo, Tokyo Metropolitan Government. Shin Koto Incineration Plant is an Incineration Plant facility owned by the Clean Authority of Tokyo 23 Cities located in the city of Koto. Completed in September 1998, Shinkoto incineration plant equipped with the state-of-the-art air pollution preventive facilities plays an important role of processing waste produced within 23 cities in Tokyo.

1) Background And Purpose Of Establishment

A visit to Tokyo Japan gives an inspiring impression to the writer, Japan is a country with a high level of public awareness about urban hygiene and waste management. Waste management is not just the responsibility of the government, even more fundamentally the waste management starts from the community's responsibility for awareness of environmental sustainability. Waste management is reflected in the Japanese society's disciplined, conscious and regulatory nature. Japan has a 3R motto in waste management. 3R is the keyword to a life of reducing waste and cherishing resources:

1. Reduce

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.

2. Reuse

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.

3. Recycle

Recycle things as resources. What becomes a resource when separated correctly would become waste if simply thrown away.

3R then becomes basic law that promoting the creation of a recycling oriented society (Basic Frame Work act) as basic principles, responsibilities of national/ local governments, business operators and citizens and becoming national level policies. The basic principles are :

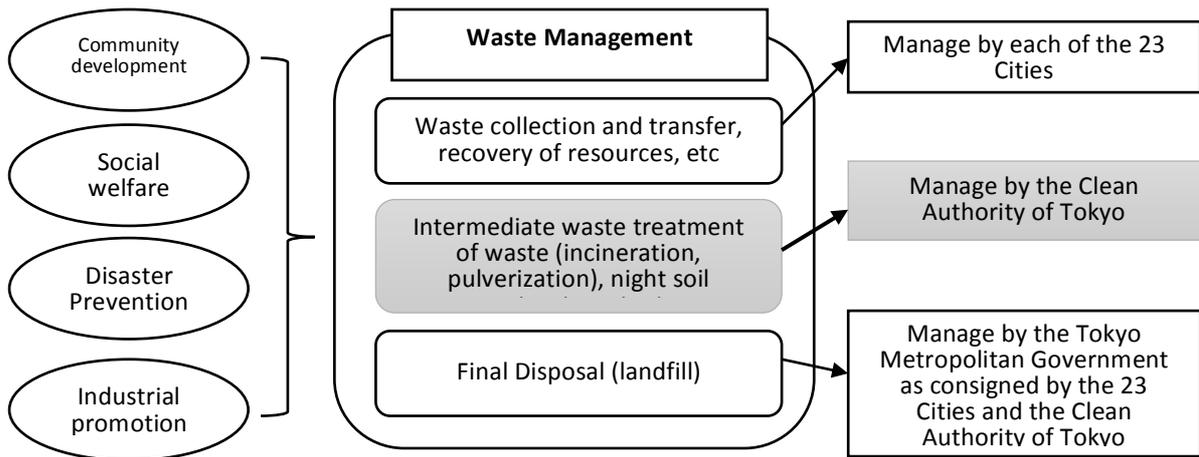
1. Maintain the recycling of materials used by society.

2. Reduce the consumption of natural resources.

3. Reduce environmental impact.

The 23 Cities and the Tokyo Metropolitan Government had discussed for many years their respective roles and institutional frameworks from viewpoints such as stronger autonomy of the 23 Cities and the promotion of mega-city administration by the Tokyo Metropolitan Government on an

extensive scale. One result of these discussions was that, on April 1, 2000, the duties of municipal waste management were transferred to the 23 Cities. At that time, it was decided that each of the 23 Cities would independently manage its own waste collection and transfer, while management of intermediate treatment (incineration, pulverization, etc.) was determined to be handled jointly. This was due to the presence of some cities that had no incineration plant within their cities, and for the purpose of optimizing treatment efficiency. The Clean Authority of TOKYO is a special purpose municipal body established by the consensus of the 23 Cities, based on the Local Autonomy Act, in order to deal with this joint waste management. 23 Cities and the Clean Authority of TOKYO have consigned the landfill disposal operations to the Tokyo Metropolitan Government, which has established and manages landfill disposal sites.



2) Waste Management

Waste management in 23 cities and Tokyo Metropolitan Government in Tokyo described as follows:

(1) Collection

Each city sets collection days and areas depending on the type of waste, and conducts efficient operations drafting operation plans that correspond to seasonal changes and regional trends in waste amount. Waste processing in the 23 Cities is free of charge for household waste (excluding the disposal of waste exceeding 10 kg per day), 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 collection vehicles (such as compaction type vehicle) on collection sites, from which it is directly 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, some Cities have established land or boat transfer stations, where waste is reloaded onto container vehicles or vessels for relayed transfer. 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 transfer by reloading it from smaller collection

vehicles onto larger vehicles. Such relayed transfer contributes to improved transfer efficiency, reduced traffic congestion, and alleviation of air pollution due to exhaust.

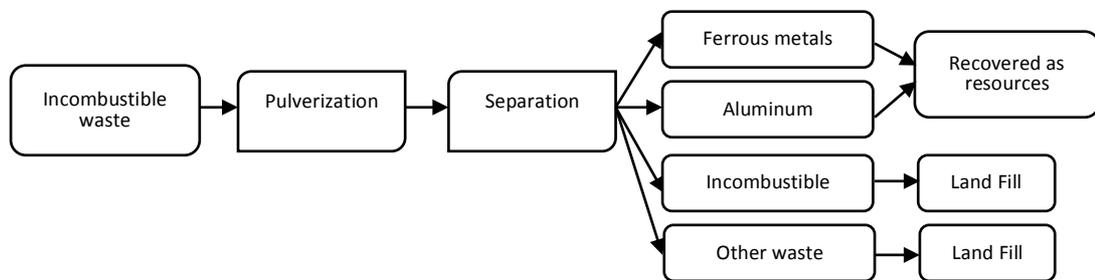
(3) Processing Combustible waste

Combustible waste is incinerated at 19 incineration plants (as of December 2016) 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. Emission 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.

(4) Processing Incombustible waste and Large-sized waste.

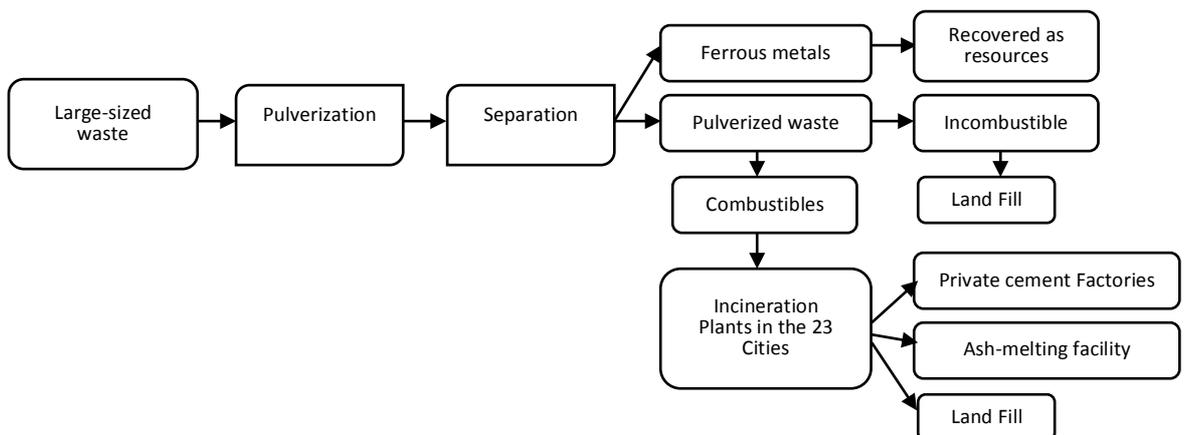
Incombustible waste is pulverized before sent to landfill disposal

Incombustible waste is processed at two incombustible waste processing centers. The process is divided into pulverization and separation. Incombustible waste is pulverized to reduce its volume, so that an efficient use of landfill sites is made possible. Incombustible also contain recyclable resources, such as ferrous metals and 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-sized waste transfer stations in each city, or at receiving yard of the large-sized waste pulverization processing facility. Combustible residue after pulverization is incinerated at the incineration plant, while incombustible residue is sent to landfill disposal sites.



(5) 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 managed 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 to 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 or melted into slag, while the remainder of bottom ash and chemically treated fly ash goes to landfill.

Incombustible 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 and rivers as well as fill generated by construction (dirt and sand) are buried in landfills, but are placed separately from waste because their treatment methods differs.

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3) Features of the Shin-Koto Incineration Plant.

Shin-Koto plant is one of the successful waste management in Tokyo and Japan, this plant has the following features:

(1). National top-class waste disposal plant

The plant, one of the biggest plants in Japan. incinerates 1,800-ton waste per day, totaling about 400,000 ton a year, and generates 50,000kW with a steam turbine generator.

(2). Prevention of air pollution

Equipped with state-of-the-art air pollution preventive facilities, the plant removes most of hydrogen chloride contained in exhaust, dust, sulfur oxides, and mercury. In addition, it successfully maintains the emission of dioxins at a much lower level than legally stipulated, using dioxin removal facilities.

(3). Compatible with the global and local environments

Incinerated waste generates heat, which is boiler collected to provide steam to generate electricity by a steam turbine. Collected heat is also supplied to nearby public facilities, including Yumenoshima House of Tropical Plants Tokyo and Tatsumi International Swimming Pool Tokyo. And Rain falling onto the plant roofs is recycled for use in the plant and for toilet flushing and water sprinkling. The plant is designed and constructed with the image of a yacht on the sea to go well with the surrounding environment, including Yumenoshima Marina.

4) Shin-Koto Incineration Plant Specification

Site area	:	61,000m ²
Incineration	:	1,000t/day
Construction cost	:	88 billion yen approximately
Completed	:	September 1998
Building scale	:	Reinforced concrete (partially iron framed); Nine stories above (partially one under) the ground;
Building site	:	28,000m ² approximately
Total floor area	:	77,000m ² approximately
Stack	:	Outer cylinder reinforced concrete made
Inner cylinder	:	stainless steel sheet made

Height	:	150m
Incinerator	:	Fully continuous incineration, fire grate type 600t/day x 3 units
Boiler	:	Natural circulation type water pipe boiler with heater
Maximum steam generate	:	121.3t/h x 3 units
Turbine generator	:	Bleeder condensing turbine 50,000kW x 1 unit
Dust collector	:	Bug filter dust collector
Volume of treated exhaust gas	:	200,000Nm ³ max./h x 3 units
Refuse bunker	:	45,000m ³ approximately
Refuse bunker gate	:	2 1 double-leafed hinged gates
Ash bunker	:	2,900m ³ approximately
Power reception equipment	:	Incoming power voltage 66,000volt, 2 lines

5) Clean Authority of Tokyo For Year 2016 Budget

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 purchases and fuel costs. Surplus electricity is sold to power companies. All of the plants sell electricity, and four plants sell heat as hot water to other facilities. Sales performance in FY 2016 is 36.6% from the total budget.

The total budget for clean authority of Tokyo in 2016 is as follows (in million US \$):

No	Revenue	Amount	%	Expenditures	Amount	%
1.	Allotment	314.50	45.5%	Waste Management Cost	466.01	67.3%
2.	Fees, Power Sales, Etc	253.23	36.6%	Plant maintenance cost	140.31	20.3%
3.	Bond Issuance, Subsidies, etc	102.89	14.9%	Cost for general affairs, assemblies, etc	50.27	7.2%
4.	Carryover	18.66	2.7%	Public loans	35.97	5.2%
5.	Others	3.28	0.4%			
Total Budget					692.56	

Recommendations for the Government of Indonesia:

The problem of waste management in Indonesia is a serious problem. Currently, the most widely used by district / municipality governments in waste management is by landfilling concentrated in certain places that are considered cheap and easy, or even sometimes the fact is often done by open dumping because the land of pile and land is no longer sufficient. With unplanned waste disposal and its hoarding done carelessly, unprofessional and does not fit the sanitary landfill concept that should be as absolute requirements of a landfill, it is not uncommon to find garbage in the landfill mounted.

Governments should be able to formulate the necessary infrastructure by taking social, economic and environmental issues, including important issues in sustainable development strategies such as:

1. How basic human needs are met
2. How can mobilize human resources in development
3. How to meet the basic urban infrastructure
4. How to build high value added economic sector
5. How to improve better formal employment opportunities
6. How to reduce water pollution, soil and air
7. How to manage decent and good waste
8. How to improve environmental management

The successful implementation of waste management in Japan should be able to be replicated by Indonesia. Actually the Government has taken the initiative to provide legal aspect for the development of waste incinerator as a waste power project (PLTSa) through Presidential Regulation number 18 of 2016 on the acceleration of the construction of waste-based power plant set by President Joko Widodo on February 2016. Memorandum of understanding with State Electricity Company (PLN) has been made for the purchase of electricity generated in 7 cities pilot project development this PLTSa. Then the investment

financing scheme of development was already arranged through Public Private Partnership auction. With purely private financing through the BOT (Build, Operate and Transfer) scheme. The government in this case is sufficient to provide the land and its legal aspect. The interest of investors in the BOT auction of PLTSa development proves that in fact the business valuation of PLTSa has a good potential although certainly requires a large investment. Then according to the budget structure of the Clean Authority of Tokyo For Year 2016 above, it can be said that this PLTSa is still a government business unit that still needs a subsidy although we also hope if the management is done with professional and efficient subsidies will diminish in the future. One of them through good asset management, the management can identify the costs that are still possible for the efficiency, so incinerator plant can optimally provide real value added for the community.

In the construction of PLTSa required a business feasibility analysis. This feasibility analysis includes technical aspects, managerial aspects, market aspects, financial aspects, economic aspects and social aspects. In the financial aspect, the fixed capital and working capital required, the capital structure, the expected loan and the requirements and capabilities of the PLTSa project meet the financial obligations. All these aspects should be considered jointly to determine the benefits derived from the PLTSa development investment. One way to see the feasibility of financial analysis is to use the cash flow analysis method. Cash flow analysis is done after the components are determined and the value is obtained. The components are grouped into two parts: income or benefits and cost components. For cash in flow, the management of PLTSa comes from government subsidies (garbage levy revenue) and electricity and heat energy sales. Cash out flow covers the operational costs of PLTSa which are fixed costs and variable costs that can be calculated up to cost / kg of input waste. By understanding the assumption of cash flow in the operation of PLTSa, the feasibility analysis of the investment of PLTSa development, which covers the criteria used in conducting an evaluation of project investment using certain calculation methods, among others: Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost (Net B / C) and Payback Period.

Until now this Government regulation looks slow to run. The main reason for the implementation of this project is the problem of pollution risk from PLTSa. A number of environmental activists considered that PLTSa's development efforts were more dangerous than generating electricity. But reflecting on the success of Japan in building an environmentally incenerator plant, the government should be able to replicate the technology so that environmental pollution issues can be resolved. The government should be able to convince the public that incinerator technology continues to improve and more environmentally concept.

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